

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations!' flow

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### COLLABORATION 1/2

80% conf

flow!' Jazzi's Creations

#### Reasoning:

Flow can offer coaching services to Jazzi's Creations' clients during team-building workshops. This provides an added layer of professional development, enhancing the overall client experience.

#### Value Proposition:

By incorporating coaching into Jazzi's events, both businesses can increase revenue through package offerings, potentially generating an additional \$1,000 per event.

#### Collaboration Example:

During a scheduled team-building workshop, Jazzi's Creations organizes a craft session where participants create custom mugs. Flow provides a coaching segment on effective team communication right before the craft portion, enhancing the experience. The workshop attracts 20 clients, generating \$1,000 for Jazzi and a \$200 fee for Flow, while participants leave with both a physical product and valuable skills.

#### Synergy Potential:

This pairing uniquely combines the creative and hands-on approach of Jazzi's DIY crafts with the strategic insights of Flow's coaching, creating a comprehensive experience that appeals to both professional development and personal connection.

**Action Items:**

1. Schedule a meeting to discuss potential package offerings that include coaching sessions in upcoming workshops.
2. Develop marketing materials highlighting the new combined workshop experience for promotion.
3. Set a pilot date for the first combined workshop and establish a feedback mechanism to gauge participant satisfaction.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Jazzi's Creations | flow

**Reasoning:**

Jazzi's Creations targets families and professionals who may benefit from Flow's coaching services, allowing for cross-referrals that increase client bases for both businesses.

**Value Proposition:**

By referring clients to each other, both businesses can tap into new customer segments, potentially increasing their clientele by 15% in the next quarter.

**Collaboration Example:**

Jazzi's Creations includes promotional materials for Flow's coaching services in their DIY craft packages and during events. In return, Flow promotes Jazzi's workshops during his coaching sessions. A family member referred by Jazzi signs up for Flow's coaching, resulting in a \$300 fee that Flow shares 10% with Jazzi, thus generating revenue for both.

**Synergy Potential:**

The referral relationship leverages Jazzi's strong local community presence and Flow's professional services, creating a holistic support network for families and businesses seeking growth.

**Action Items:**

1. Create a referral agreement that outlines commission structures for clients referred between businesses.
2. Design promotional materials that can be included in each other's offerings.
3. Launch a joint marketing campaign to announce the referral partnership and its benefits.

Value: MEDIUM

MUTUAL BENEFIT