

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" JPO Logistics

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson  
Industry: Professional Services  
Skincare Products to consumers and businesses

### JPO Logistics LLC

Contact: Paulette Orr  
Industry: Logistics  
General freight services and dispatching service.

REFERRAL 1/2

75% conf

JPO Logistics LLC !' ALYS Always Love Yourself

#### Reasoning:

JPO Logistics targets shippers and owner operators, while ALYS focuses on mature women 40 plus, who may also be shippers or business owners. By referring clients to each other, they can tap into a broader customer base without competing directly.

#### Value Proposition:

Increased customer reach and potential sales growth of 15% through cross-referrals.

#### Collaboration Example:

JPO Logistics can include ALYS promotional materials in their shipment packages, targeting both shippers and their clients who may fit ALYS's demographic. For example, when JPO delivers products to a shipping client who is a business owner, they can offer ALYS's skincare products as a value-added service.

#### Synergy Potential:

The unique pairing comes from JPO's logistics expertise in distributing products to businesses and ALYS's niche market of mature women. This enables both to access new customer segments effectively.

#### Action Items:

1. Set up a meeting between Paulette Orr and Cenita Williamson to explore referral terms.
2. Create a referral program with incentives for each successful lead conversion.

3. Design and print promotional materials for ALYS to be included in JPO's shipments.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

80% conf

ALYS Always Love Yourself! JPO Logistics LLC

### Reasoning:

ALYS could utilize JPO Logistics for shipping their skincare products to retail locations and customers, making JPO an essential vendor in their supply chain.

### Value Proposition:

Potential cost savings of 10% on shipping through optimized logistics solutions provided by JPO.

### Collaboration Example:

ALYS can contract JPO to handle all logistics for their new line of skincare products. For instance, when launching a new product, ALYS can schedule a monthly pickup to consolidate shipments, reducing costs and streamlining delivery to retailers and customers.

### Synergy Potential:

This partnership leverages JPO's logistics capabilities with ALYS's unique product offerings, ensuring timely delivery to a discerning customer base that values quality and service.

### Action Items:

1. Negotiate shipping contract terms between ALYS and JPO.
2. Develop a logistics schedule that aligns with ALYS's product launch calendar.
3. Create a feedback loop for continuous improvement of shipping services.

Value: HIGH

MUTUAL BENEFIT