

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings!" Simple Creations By T

### 2 Relationships Identified

#### BUSINESS PROFILES

##### Jamz Trainings

Contact: James Robinson  
Industry: Health & Wellness  
Personal Training & Sports Massage Therapy

##### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

#### COLLABORATION 1/2

75% conf

#### Jamz Trainings!" Simple Creations By T

##### Reasoning:

Jamz Trainings can offer personalized training packages that include custom apparel from Simple Creations By T. This would enhance the training experience for clients and provide Simple Creations an opportunity to reach health-conscious consumers.

##### Value Proposition:

Increased revenue for both businesses through bundled offerings; potential to attract new clients in HOA communities and capitalize on event promotions.

##### Collaboration Example:

Jamz Trainings organizes a 'Health and Wellness Day' at a local community center where they provide free workshops on fitness and nutrition. Simple Creations By T sets up a booth offering personalized workout gear and custom water bottles. They agree to split the proceeds from any apparel sold at the event, while both businesses promote the workshops through their social media channels, effectively reaching a larger audience.

##### Synergy Potential:

The unique synergy lies in the focus on health and personalization; combining fitness and custom merchandise creates a cohesive experience that appeals directly to the target market of middle-age recreational athletes who appreciate tailored solutions.

### Action Items:

1. Schedule a meeting between Jamz Trainings and Simple Creations By T to discuss potential event dates and logistics.
2. Develop a marketing strategy that includes social media promotions and flyers targeting local HOA communities.
3. Design a custom apparel line that reflects the branding of both businesses for use at the event.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

65% conf

Simple Creations By T ! Jamz Trainings

### Reasoning:

Simple Creations By T serves individuals celebrating milestones, such as fitness achievements. Referring clients to Jamz Trainings for personal training services can enhance the value of the gifts they offer.

### Value Proposition:

Mutual referrals can create a steady stream of clients for both businesses, with Jamz Trainings benefiting from clients seeking gifts for fitness milestones and Simple Creations By T enhancing their product offerings.

### Collaboration Example:

When a customer orders a custom gift for a friend who has recently completed a marathon, Simple Creations By T recommends a personal training package from Jamz Trainings as a complementary gift. They create a joint promotion that includes a discount for the gift sender if they purchase a training session, encouraging cross-promotion and client referrals.

### Synergy Potential:

This pairing stands out because it leverages the emotional connection of gift-giving tied to personal achievements, enhancing the customer experience for both businesses.

### Action Items:

1. Create a referral program that provides discounts for clients who purchase from both businesses.
2. Develop promotional materials highlighting the partnership to be displayed in each business's store.
3. Host an online webinar about fitness achievements where both businesses can promote their services.

Value: MEDIUM

MUTUAL BENEFIT