

# BUSINESS RELATIONSHIP ANALYSIS

## Simple Creations By T!" The P-Way Solutions

2 Relationships Identified

### BUSINESS PROFILES

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

#### The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

### REFERRAL 1/2

70% conf

The P-Way Solutions LLC!" Simple Creations By T

#### Reasoning:

The P-Way Solutions focuses on commercial janitorial services and serves a business-to-business clientele, while Simple Creations By T specializes in personalized gifts and apparel targeting individuals and organizations. They both cater to events and milestones, allowing for mutual referrals without competition.

#### Value Proposition:

Increased client base for both businesses by 15% through cross-referrals, leading to potentially significant revenue growth.

#### Collaboration Example:

The P-Way Solutions could refer their commercial clients who are hosting events or celebrating milestones to Simple Creations By T for custom gifts and apparel. For instance, if a local business contracts P-Way for a large cleaning job, they can recommend Simple Creations for custom branded swag as giveaways during their grand opening, generating additional revenue for both businesses.

#### Synergy Potential:

The unique synergy lies in their complementary service offerings around events; P-Way's cleaning services align perfectly with the need for personalized gifts from Simple Creations, enhancing the overall experience for their mutual clients.

**Action Items:**

1. Create a referral program with defined incentives for both businesses.
2. Develop a joint marketing campaign targeting local businesses celebrating milestones.
3. Host a networking event to introduce both client bases and showcase offerings.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

60% conf

Simple Creations By T! The P-Way Solutions LLC

**Reasoning:**

Simple Creations could utilize The P-Way Solutions for cleaning services required before or after events that involve their custom gift offerings. This directionally supports B with operational needs while providing A with a new client.

**Value Proposition:**

Potential for Simple Creations to save 20% on cleaning services through a long-term service contract, while P-Way gains a steady revenue stream.

**Collaboration Example:**

After Tiana Harris organizes a large community event featuring her custom creations, she could hire The P-Way Solutions to conduct a thorough post-event cleaning of the venue. This engagement could lead to a contract for regular cleaning services if the venue is used frequently for events, generating consistent revenue for P-Way.

**Synergy Potential:**

This partnership is unique as it combines the operational needs of event preparation and execution with high-quality service offerings, ensuring events are not only memorable but also clean and professional.

**Action Items:**

1. Discuss a package deal for cleaning services targeted at event organizers.
2. Create a promotional flyer highlighting both businesses' services for event planning.
3. Attend local business expos together to showcase partnership offerings.

Value: MEDIUM

MUTUAL BENEFIT