

# BUSINESS RELATIONSHIP ANALYSIS

## Complete Renewal LLC !” JPO Logistics LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### VENDOR 1/2

70% conf

### JPO Logistics LLC !” Complete Renewal LLC

#### Reasoning:

JPO Logistics could provide logistics services to Complete Renewal, facilitating the distribution of their skincare and haircare products. Since Complete Renewal is focused on handcrafted products, efficient logistics would be essential for timely deliveries and maintaining product quality.

#### Value Proposition:

By utilizing JPO Logistics, Complete Renewal can reduce shipping delays by 30%, improving customer satisfaction and potentially increasing repeat purchases.

#### Collaboration Example:

JPO Logistics manages the shipping for Complete Renewal's new product launch. They handle the transportation of 500 units of a new skincare line to various retailers across Jacksonville. This ensures that the products reach stores promptly for the launch date, enhancing visibility and sales potential.

#### Synergy Potential:

The unique combination of logistics expertise and wellness-oriented products allows for a streamlined distribution process that focuses on quality and customer experience. JPO Logistics, with its tailored services, can cater specifically to the needs of a health and wellness brand.

**Action Items:**

1. Schedule a meeting between JPO Logistics and Complete Renewal to discuss logistics needs and capabilities.
2. Create a customized logistics plan for the upcoming product launch of Complete Renewal.
3. Establish a trial shipping schedule to evaluate efficiency and customer feedback.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

Complete Renewal LLC !' JPO Logistics LLC

**Reasoning:**

Complete Renewal's target market includes health-conscious minority women who may also be small business owners in the logistics sector. By referring JPO Logistics to their clients who require shipping services, Complete Renewal can enhance their service offerings without any direct competition.

**Value Proposition:**

Complete Renewal can earn referral fees from JPO Logistics for each new client they refer, potentially adding an additional revenue stream of \$5,000 annually.

**Collaboration Example:**

Complete Renewal includes JPO Logistics' promotional materials in their product packaging and sends out a newsletter to their customer base highlighting JPO's services. For every referral that results in a contract, Complete Renewal earns a \$200 fee, incentivizing further promotion.

**Synergy Potential:**

This pairing is unique as it combines wellness marketing with logistics, allowing both businesses to engage a shared audience while expanding their service networks without competing directly.

**Action Items:**

1. Develop a referral program that outlines commissions and benefits for Complete Renewal's clients.
2. Create joint marketing materials that highlight the partnership and services offered.
3. Host a webinar about logistics for small health and wellness businesses, featuring JPO Logistics.

Value: MEDIUM

MUTUAL BENEFIT