

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Noseniorleftbehindfl.org

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

COLLABORATION 1/2

80% conf

Celebrate & Smile International Steppers !” Noseniorleftbehindfl.org

Reasoning:

Celebrate & Smile International Steppers could collaborate with Noseniorleftbehindfl.org to offer dance classes specifically tailored for seniors. This would enhance the physical and social well-being of seniors while providing a unique offering to Noseniorleftbehindfl.org's clients.

Value Proposition:

By providing these dance classes, Celebrate & Smile could increase their client base by 20% while Noseniorleftbehindfl.org could enhance their service offerings, thereby attracting new clients and potential funding opportunities from health-focused grants.

Collaboration Example:

Next week, Celebrate & Smile could host a 'Dance for Independence' workshop at a local senior center partnered with Noseniorleftbehindfl.org. This event would feature a free introductory dance class where 30 seniors participate, promoting fitness and community engagement. Both businesses could charge a nominal fee for additional classes, splitting the revenue and showcasing their combined commitment to the health of seniors.

Synergy Potential:

This pairing is unique because it combines the arts with health services for seniors, creating an innovative approach to community support that neither business could achieve alone. It taps into the emotional and physical benefits of dance while addressing the practical needs of the elderly.

Action Items:

1. Schedule a meeting between Tiffany Barksdale and Wanda K Jackson to discuss potential class formats.
2. Identify a local senior center that would be open to hosting the first workshop.
3. Develop a marketing plan targeting seniors and their families to promote the upcoming workshop.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Nosensorleftbehindfl.org !' Celebrate & Smile International Steppers

Reasoning:

Nosensorleftbehindfl.org serves seniors who may benefit from community and social engagement through dance, making them a potential referral source for Celebrate & Smile. They can recommend dance classes as part of a broader wellness package.

Value Proposition:

Nosensorleftbehindfl.org can enhance their service offerings to clients, while Celebrate & Smile can gain new attendees for their classes, potentially increasing revenue by 15% through referrals.

Collaboration Example:

As part of their service package, Nosensorleftbehindfl.org could include a monthly newsletter where they highlight Celebrate & Smile's upcoming dance events. If they refer 10 seniors to Celebrate & Smile each month, and each senior enrolls in a \$50 class, that's an additional \$500 monthly revenue for Celebrate & Smile.

Synergy Potential:

The unique synergy lies in Nosensorleftbehindfl.org's established relationships with seniors and their families, enhancing Celebrate & Smile's outreach efforts to a demographic that thrives on social and physical activities.

Action Items:

1. Create a referral agreement outlining the benefits for both parties.
2. Design a flyer that Nosensorleftbehindfl.org can distribute to their clients promoting Celebrate & Smile's classes.
3. Set up a quarterly review to assess the success of referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT