

# 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

### VENDOR 1/2

80% conf

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

#### Reasoning:

The P-Way Solutions LLC provides commercial janitorial services which could support Simple Creations By T's operations. As a business that creates custom gifts, maintaining a clean workspace is essential for both production quality and customer experience.

#### Value Proposition:

The P-Way Solutions can offer its janitorial services at a competitive rate, potentially saving Simple Creations up to 20% on their current cleaning costs while ensuring a pristine environment for crafting gifts.

#### Collaboration Example:

The P-Way Solutions could set up a weekly cleaning service for Simple Creations, ensuring their workspace is always ready for client visits and workshops. For instance, after a busy holiday season, P-Way would clean the entire facility, allowing Tiana to focus on fulfilling orders without worrying about maintaining cleanliness. This service could be contracted at \$300/month, benefiting both parties.

#### Synergy Potential:

The unique synergy lies in the intersection of cleanliness and creativity; Simple Creations needs a clean environment to thrive, while The P-Way Solutions can enhance their service portfolio by catering to creative businesses.

**Action Items:**

1. Schedule an introductory meeting between Pervis and Tiana to discuss cleaning needs.
2. Develop a tailored cleaning proposal outlining service options and pricing.
3. Finalize a service contract and establish a cleaning schedule.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Simple Creations By T | The P-Way Solutions LLC

**Reasoning:**

Both businesses serve overlapping markets, particularly small businesses and organizations that require personalized services. Simple Creations By T can refer its clients to The P-Way Solutions for janitorial services, especially those setting up new offices or looking to maintain their spaces.

**Value Proposition:**

By providing referrals to The P-Way Solutions, Simple Creations could earn a referral fee on each new client they bring, potentially increasing their revenue by 10%.

**Collaboration Example:**

When a client orders custom gifts for a corporate event, Tiana can suggest The P-Way Solutions for their cleaning needs. If they refer 5 clients in a quarter, each bringing in \$500 in janitorial contracts, Simple Creations could earn \$250 in referral fees.

**Synergy Potential:**

This partnership stands out because they can leverage their client bases to enhance service offerings; Tiana's clients need personalized gifts and often require a clean space for events, creating a natural cross-referral opportunity.

**Action Items:**

1. Create a referral program with clear benefits for Simple Creations.
2. Develop a shared marketing campaign to highlight both services.
3. Host a joint networking event for clients to showcase both businesses.

Value: MEDIUM

MUTUAL BENEFIT