

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings!" Jazzi's Creations

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

75% conf

Jazzi's Creations!" Jamz Trainings

#### Reasoning:

Jazzi's Creations offers unique DIY craft workshops that could be appealing to Jamz Trainings' clients, particularly those in HOA communities looking for fun, social activities. This partnership can enhance client engagement for both businesses.

#### Value Proposition:

By collaborating on workshops, Jazzi's can reach new clients in Jamz's network, while Jamz gains exposure to a new audience, enhancing client retention and satisfaction.

#### Collaboration Example:

Jazzi's Creations organizes a Saturday morning 'Craft & Stretch' event at Jamz Trainings, where participants take part in a light personal training session followed by a DIY craft project like creating personalized water bottles. Each participant pays \$50, and with 20 attendees, Jazzi earns \$1,000 while Jamz promotes their training services and builds community engagement.

#### Synergy Potential:

This partnership is unique as it combines health and wellness with creativity, providing a holistic experience that attracts clients who value both physical and mental well-being.

### Action Items:

1. Schedule a meeting between Jasmyne and James to discuss workshop themes and logistics.
2. Create a joint promotional campaign targeting HOA communities showcasing the 'Craft & Stretch' event.
3. Develop a follow-up survey for participants to gather feedback and identify future collaboration opportunities.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Jamz Trainings! Jazzi's Creations

#### Reasoning:

While Jazzi's Creations focuses on crafts and gifts, Jamz Trainings targets middle-aged recreational athletes who value personalized gifts for their teams or family. They can refer clients to each other without direct competition.

#### Value Proposition:

Jamz can refer clients looking for unique gifts for sports teams or family members to Jazzi's, while Jazzi can suggest Jamz's training services to clients interested in health and wellness.

#### Collaboration Example:

At Jamz's training sessions, James can distribute flyers about Jazzi's Creations' personalized gift options for athletes, while Jasmyne could create a special discount code for Jamz's clients. This can lead to a mutual increase in client inquiries and sales.

#### Synergy Potential:

The synergy here lies in the shared customer base of health-conscious individuals who also appreciate personalized, thoughtful gifts, enhancing the value for both businesses.

#### Action Items:

1. Develop a referral program with discount incentives for clients who are referred.
2. Exchange promotional materials to display at each business location.
3. Set up a monthly check-in to assess referral success and explore additional promotional opportunities.

Value: MEDIUM

MUTUAL BENEFIT