

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Jazz

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

80% conf

Jazzi's Creations!' Celebrate & Smile International Steppers

Reasoning:

Jazzi's Creations can enhance Celebrate & Smile International Steppers' dance workshops by offering DIY craft sessions where participants create personalized dance accessories. This collaboration enriches the workshop experience and allows both businesses to reach their target markets effectively.

Value Proposition:

\$500 in additional revenue for Jazzi's Creations per event, while Celebrate & Smile can charge a premium for a more engaging experience.

Collaboration Example:

During an upcoming community dance event, Jazzi's Creations sets up a booth for participants to create their own personalized dance-themed t-shirts and accessories. Participants pay an additional \$20 for the crafting session, which generates \$1,000 in revenue for Jazzi while enhancing the overall experience for 50 attendees of Celebrate & Smile's workshop, making it more memorable and interactive.

Synergy Potential:

This partnership uniquely combines the artistry of dance with personalized crafts, creating a holistic experience that appeals to families and individuals looking to engage in creative activities while improving community ties.

Action Items:

1. Schedule a meeting between Jasmyne and Tiffany to discuss event logistics.
2. Develop a marketing plan highlighting the craft workshops as part of the dance events.
3. Create a feedback mechanism for attendees to gauge interest in future workshops.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers !' Jazzi's Creations**Reasoning:**

Celebrate & Smile can refer clients looking for team-building activities to Jazzi's Creations. Both businesses target companies interested in enhancing employee engagement, making this a natural fit.

Value Proposition:

A potential increase in referral business could yield \$2,000 annually for Jazzi's, while Celebrate & Smile establishes itself as a go-to resource for comprehensive employee engagement solutions.

Collaboration Example:

Celebrate & Smile can recommend Jazzi's Creations to companies looking for unique team-building workshops that involve crafting activities. For instance, if a local corporation is seeking a creative outlet for their team, Celebrate & Smile refers them to Jazzi, who organizes a custom crafting event, bringing in \$2,000 for the week-long workshop.

Synergy Potential:

Both businesses enhance employee relations through distinct yet complementary methods: dance and crafting, providing a well-rounded approach to employee engagement.

Action Items:

1. Create a referral agreement that outlines the terms of referrals between both businesses.
2. Develop promotional materials showcasing the benefits of both services to share with potential clients.
3. Train staff at Celebrate & Smile on Jazzi's offerings to ensure effective referrals.

Value: MEDIUM

MUTUAL BENEFIT