

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" The P-Way Solutions LLC

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### The P-Way Solutions LLC

Contact: Pervis Lowman  
Industry: Real Estate  
Commercial Janitorial Services

## COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers!" The P-Way Solutions LLC

#### Reasoning:

Celebrate & Smile International Steppers can enhance employee engagement through dance workshops, while The P-Way Solutions can offer clean and inviting environments for these events. This collaboration allows both businesses to leverage their strengths to provide a comprehensive package to corporate clients.

#### Value Proposition:

By collaborating on employee enhancement events, they can attract more corporate contracts, increasing revenue by 20% for both businesses through combined offerings.

#### Collaboration Example:

Celebrate & Smile organizes a series of weekly dance workshops for The P-Way Solutions' employees at their office, creating a fun and engaging atmosphere. Each session attracts 15-20 employees, generating \$1,500 in revenue for Celebrate & Smile over the month while The P-Way earns a well-engaged, healthier team that boosts productivity and reduces turnover.

#### Synergy Potential:

The unique synergy lies in combining the creative arts with workplace improvement, which can make The P-Way's work environment more appealing, while Celebrate & Smile gains a steady stream of corporate clients focused on employee satisfaction.

**Action Items:**

1. Schedule a meeting to discuss the collaboration framework and logistics.
2. Create a joint marketing plan targeting local businesses for the dance workshops.
3. Set up a trial workshop to demonstrate value to The P-Way's clients.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

The P-Way Solutions LLC | Celebrate &amp; Smile International Steppers

**Reasoning:**

The P-Way Solutions can refer clients seeking employee morale enhancement to Celebrate & Smile. As both businesses target similar corporate clients, mutual referrals can drive new business opportunities.

**Value Proposition:**

Each successful referral can generate \$500 in workshop fees for Celebrate & Smile, while The P-Way enhances its value proposition to clients, potentially increasing client retention rates by 15%.

**Collaboration Example:**

When The P-Way Solutions signs a new contract with a local office building, they refer the management team to Celebrate & Smile for employee engagement workshops. This referral leads to a \$2,000 contract for Celebrate & Smile to host monthly workshops, benefiting both businesses through cross-promotion.

**Synergy Potential:**

This partnership stands out as it combines facilities management with employee engagement, creating a holistic approach to workplace wellness that is not typically offered by either business alone.

**Action Items:**

1. Develop a referral program that includes incentives for both businesses.
2. Create informational materials about Celebrate & Smile's offerings to distribute to P-Way's clients.
3. Train The P-Way's team on how to identify potential clients in need of employee engagement services.

Value: MEDIUM

MUTUAL BENEFIT