

BUSINESS RELATIONSHIP ANALYSIS

J P O L o g i s t i c s L L C ! " S o u l f i t n e s s S t u d i o H e a l t h a n

2 Relationships Identified

BUSINESS PROFILES

JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

VENDOR 1/2

70% conf

J P O L o g i s t i c s L L C ! " S o u l f i t n e s s S t u d i o H e a l t h a n d w e l l n e s s c e n t e r

Reasoning:

JPO Logistics could provide logistics and freight services to Soulfitness Studio for their health food deliveries and equipment procurement. This could streamline Soulfitness's supply chain, ensuring timely deliveries of fresh health products and new fitness equipment.

Value Proposition:

By partnering with JPO Logistics, Soulfitness could reduce delivery times by 20%, improving customer satisfaction and potentially increasing sales by 15% in health food products.

Collaboration Example:

Soulfitness needs to regularly stock up on fresh health food ingredients from local suppliers. JPO Logistics could set up a dedicated route to deliver these goods twice a week, ensuring freshness and availability. This contract could be valued at \$2,000 a month, benefiting both businesses through reliable service and increased product turnover.

Synergy Potential:

The unique synergy lies in the combination of logistics and health; JPO Logistics can cater specifically to the needs of health-focused businesses, ensuring a niche market is addressed effectively.

Action Items:

1. JPO Logistics to create a tailored delivery proposal for Soulfitness Studio.

2. Soulfitness Studio to identify local health food suppliers that require regular deliveries.
3. Schedule a meeting to discuss pricing and delivery schedules.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Soulfitness Studio Health and wellness center ! JPO Logistics LLC

Reasoning:

Soulfitness Studio targets individuals focused on health, many of whom may also be small business owners or operators needing logistics services for their own health-related products. Referring these clients to JPO Logistics could benefit both businesses.

Value Proposition:

Soulfitness could generate referral fees from JPO Logistics for every client they send, potentially earning \$500 in additional revenue per month.

Collaboration Example:

Soulfitness could display promotional materials for JPO Logistics in their studio, including referral cards. For instance, if a member who runs a health food delivery service signs up for JPO's logistics services through a referral, Soulfitness earns a \$200 finder's fee, enhancing their revenue stream.

Synergy Potential:

This referral relationship is unique as it taps into the health-conscious community, positioning both businesses as allies in promoting health and wellness, while expanding their customer bases.

Action Items:

1. Soulfitness Studio to create a referral program outlining benefits for their members.
2. JPO Logistics to provide Soulfitness with promotional materials and referral tracking.
3. Both businesses to meet quarterly to discuss referral outcomes and strategies.

Value: LOW

MUTUAL BENEFIT