

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” JPO Logistics LLC

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### JPO Logistics LLC

Contact: Paulette Orr

Industry: Logistics

General freight services and dispatching service.

### REFERRAL 1/2

80% conf

#### JPO Logistics LLC !” IV Creative

##### Reasoning:

JPO Logistics serves shippers and owner operators who may require marketing support, while IV Creative targets local business owners, including those in logistics. They can refer clients to each other without competing, as logistics and marketing services complement rather than overlap.

##### Value Proposition:

By referring clients, JPO Logistics can enhance its service offering and improve customer satisfaction, while IV Creative can gain new clients in the logistics sector, potentially increasing revenue.

##### Collaboration Example:

JPO Logistics refers its clients in need of marketing assistance to IV Creative. For example, when a local trucking company seeks to enhance its online presence, JPO connects them with IV, and in return, IV offers a discount on services to JPO's clients, fostering a steady stream of referrals.

##### Synergy Potential:

This partnership uniquely combines logistics and marketing, enabling both businesses to serve a niche market in Jacksonville that values tailored services in freight and local business promotion.

##### Action Items:

1. Set up an introductory meeting between Paulette from JPO Logistics and Iliana from IV Creative to discuss referral opportunities.

2. Create a referral agreement outlining benefits and processes for client exchanges.
3. Develop a joint marketing flyer to promote both businesses' services to their respective client bases.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

IV Creative !' JPO Logistics LLC

### Reasoning:

IV Creative's focus on supporting local businesses includes potential clients in the logistics sector. They can recommend JPO Logistics to their clients who may need freight services, creating a mutually beneficial referral network.

### Value Proposition:

IV Creative can enhance its service portfolio by providing logistics solutions to its clients, while JPO Logistics gains access to new customers through IV's marketing efforts.

### Collaboration Example:

When a local small business expands and needs to ship products, IV Creative can refer them to JPO Logistics to handle freight services. For each successful referral, JPO offers IV a commission, incentivizing IV to promote JPO actively within their client interactions.

### Synergy Potential:

This pairing leverages IV Creative's strong connections in the local business community, allowing JPO Logistics to penetrate a market segment they typically wouldn't reach without marketing support.

### Action Items:

1. Arrange a joint networking event where both businesses can meet potential clients.
2. Establish a commission structure for referrals to encourage ongoing collaboration.
3. Share client success stories to build trust and credibility among both businesses' networks.

Value: MEDIUM

MUTUAL BENEFIT