



QTA.

QUICK TO ACT

FURNITURE PARTNERSHIPS MORE RELIABLE THAN OAK

LET'S GROW >

SAL MOHAMMED



Founder, QTA



EMEA Lead, Xoogler



Chair, UK Partnership Network



QTA.



UK · PN
The UK Partner Network



SAL MOHAMMED



Head of Partnerships, **Herman Miller**

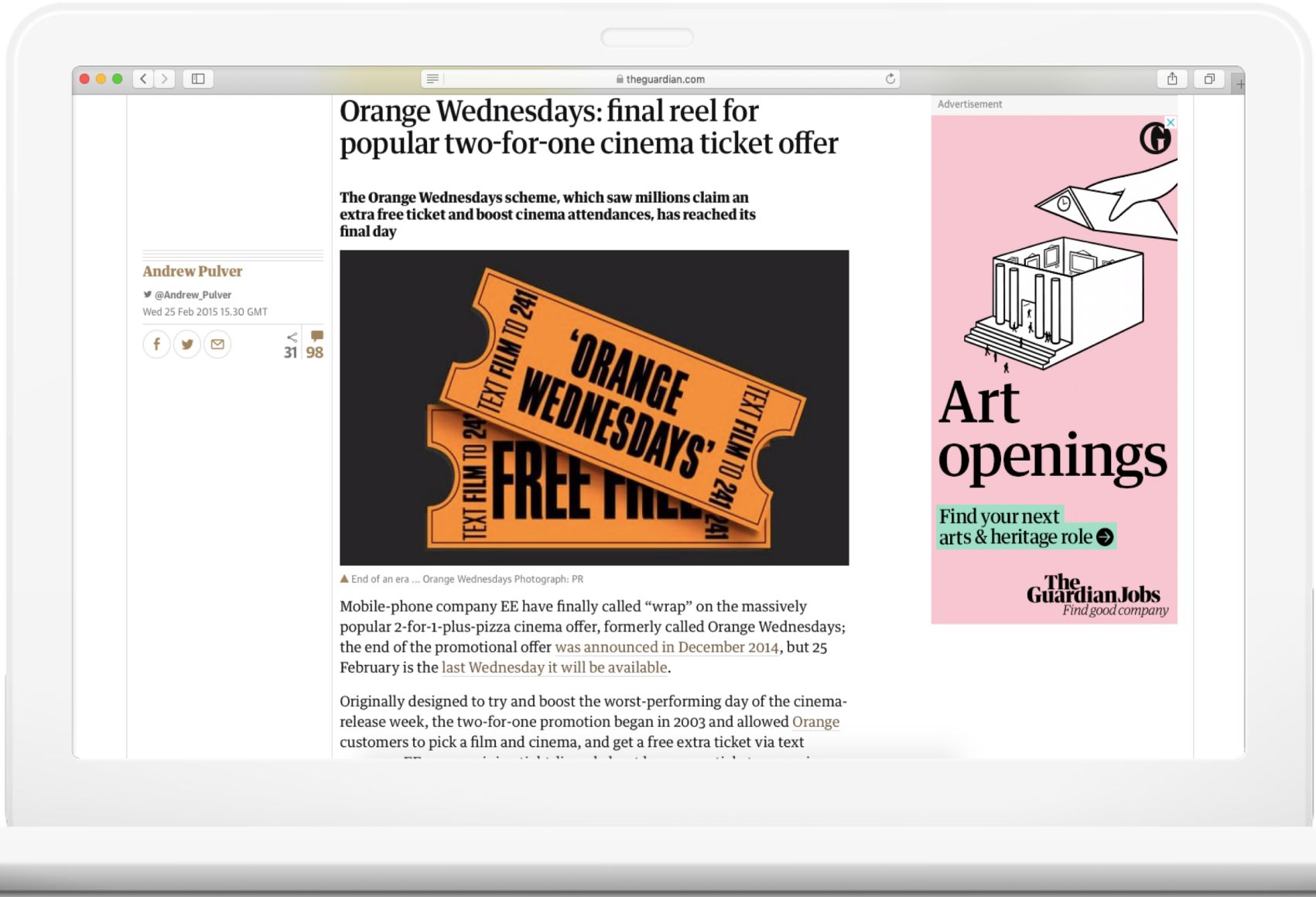


Award Winning Furniture Expert



Super Chill Guy





Orange Wednesdays: final reel for popular two-for-one cinema ticket offer

The Orange Wednesdays scheme, which saw millions claim an extra free ticket and boost cinema attendances, has reached its final day

Andrew Pulver

@Andrew_Pulver

Wed 25 Feb 2015 15.30 GMT



31 98



▲ End of an era ... Orange Wednesdays Photograph: PR

Mobile-phone company EE have finally called "wrap" on the massively popular 2-for-1-plus-pizza cinema offer, formerly called Orange Wednesdays; the end of the promotional offer was announced in December 2014, but 25 February is the last Wednesday it will be available.

Originally designed to try and boost the worst-performing day of the cinema-release week, the two-for-one promotion began in 2003 and allowed Orange customers to pick a film and cinema, and get a free extra ticket via text

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Featured Article

WeWork and Herman Miller Launch ‘Seated For Scale’ To Reimagine WFH and Office Comfort

Emily Purser @quicktoact / 9:16 GMT | July 28, 2025

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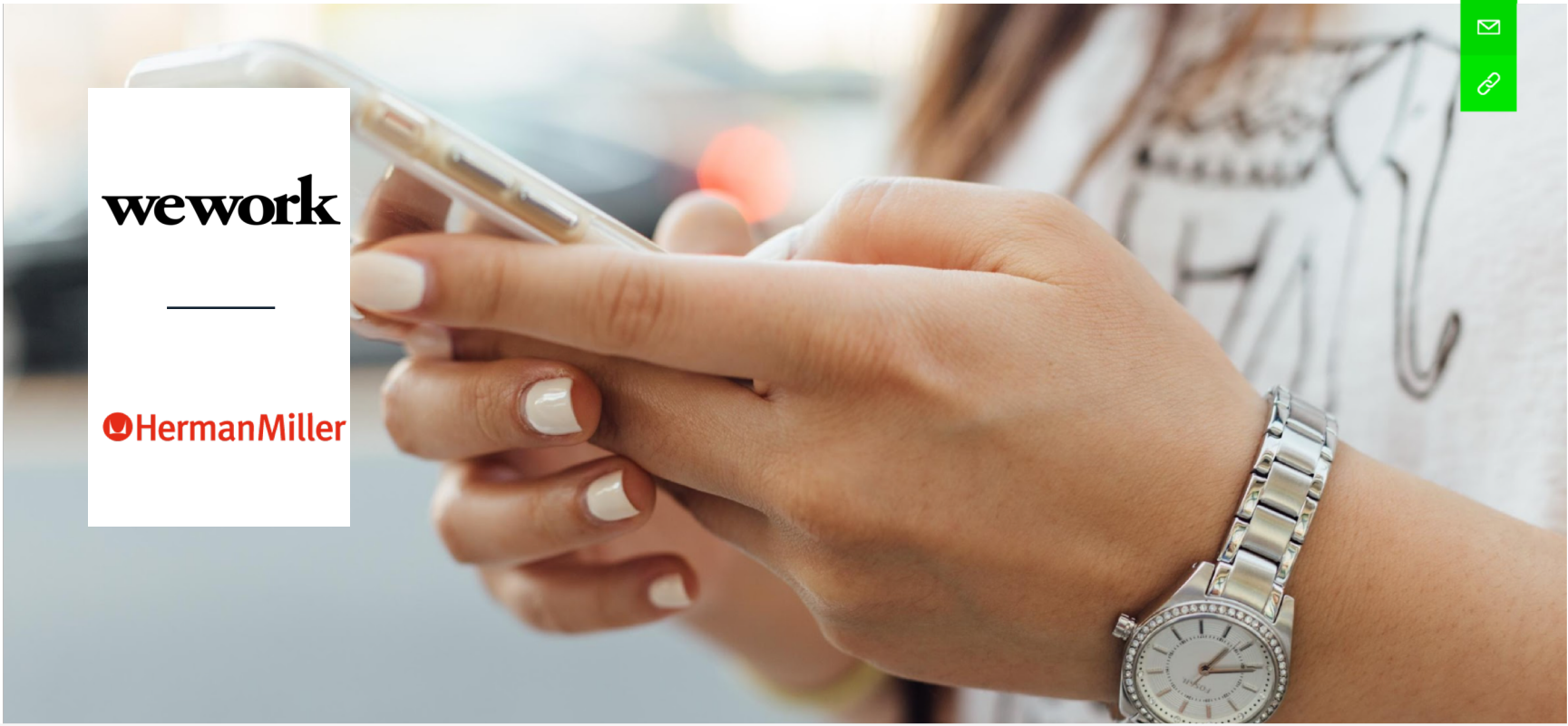
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Definition

What is a partnership?



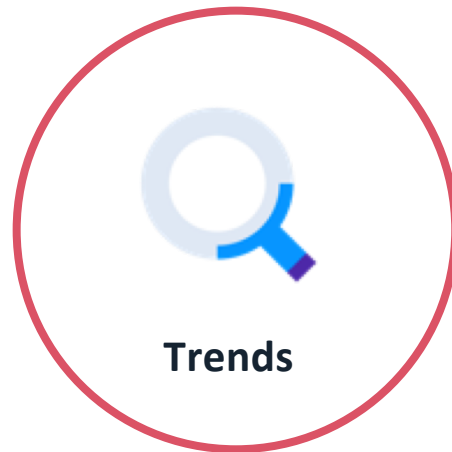
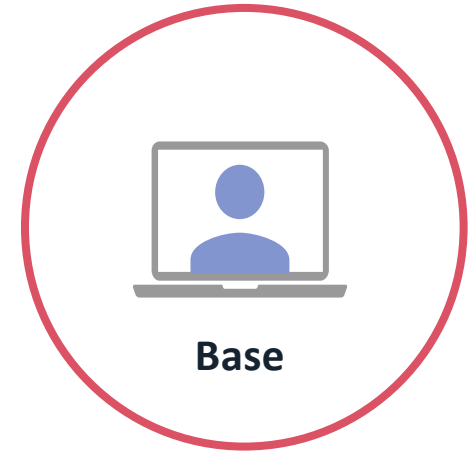
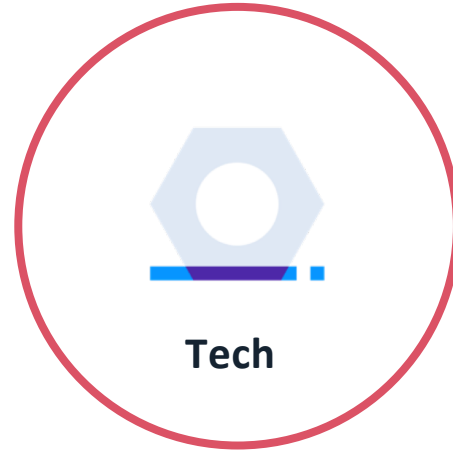
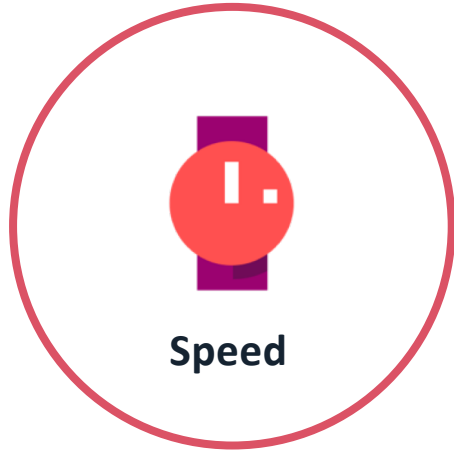
Any relationship with another **business** or **individual** that can help your business



Other people **selling** your **stuff** for you!



Why partner ?



Why Now?

1

Rising CAC

Ad fuelled growth
is a risky
standalone

2

Take Control

Their marketplace,
their rules, their
margins

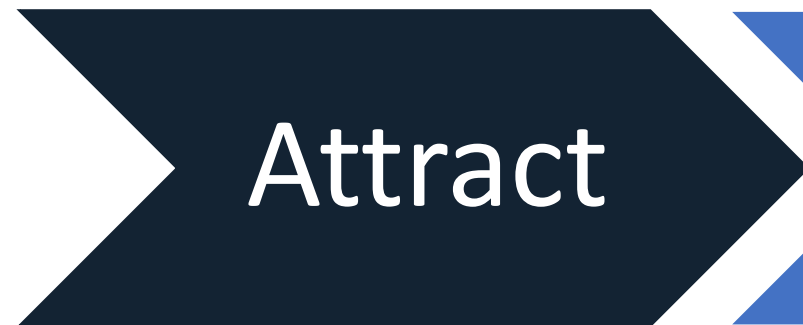
3

**Tech
Improvements**

Integrating is
becoming easier
by the day

**75% of global
GDP moves
indirect**







Al. Anselmi

Antonio Tellez



Partnership Types

Online to Offline: Shein and Forever 21

RETAIL

Shein strikes deal with fast-fashion retailer Forever 21 that will expand reach of both brands

PUBLISHED THU, AUG 24 2023·8:40 AM EDT | UPDATED THU, AUG 24 2023·11:05 AM EDT



Melissa Repko
[@IN/MELISSA-REPKO](#)
[@MELISSA_REPKO](#)

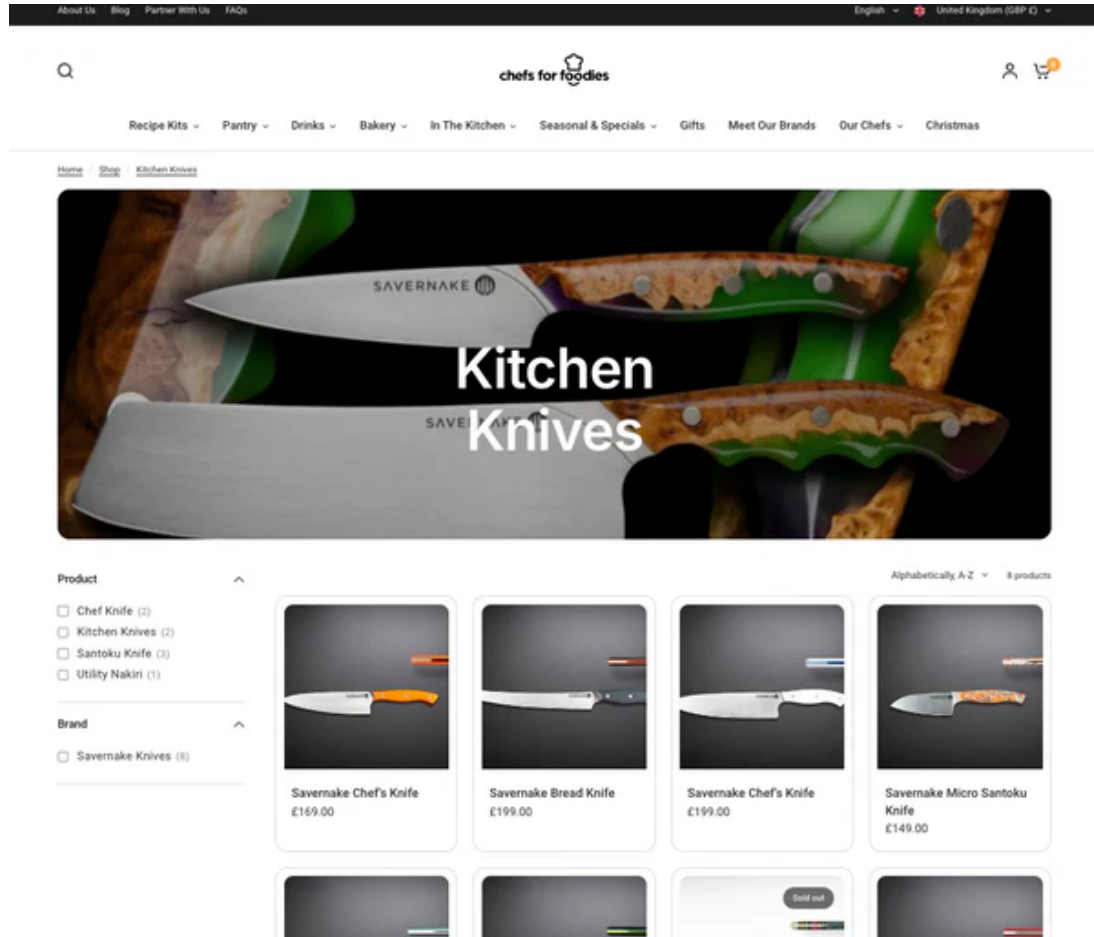
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KEY POINTS

- Shein and Forever 21 are joining forces.

[WATCH LIVESTREAM](#)

Offline to Offline: Alvio

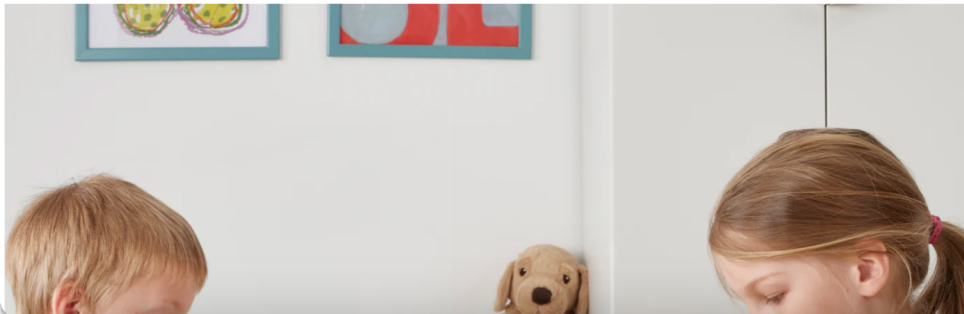


Base Unlock Partnerships



The BYGGLEK collection

Just pick a box and get started! Available to purchase in stores now and online from the 15th October.



Creating more space for play

The BYGGLEK collection offers play storage solutions and a LEGO brick set unique to IKEA. The boxes easily find harmony with your home so the creations can be put on display, keeping the story alive until the next play time.

Bolt-on To The Perfect ICP



[Blog Home](#) [Sleep](#) [Wellness](#) [Fitness](#) [Science](#)

[Shop now](#)

Eight Sleep becomes Barry's Official Sleep Fitness Partner



Or to excellence/credibility

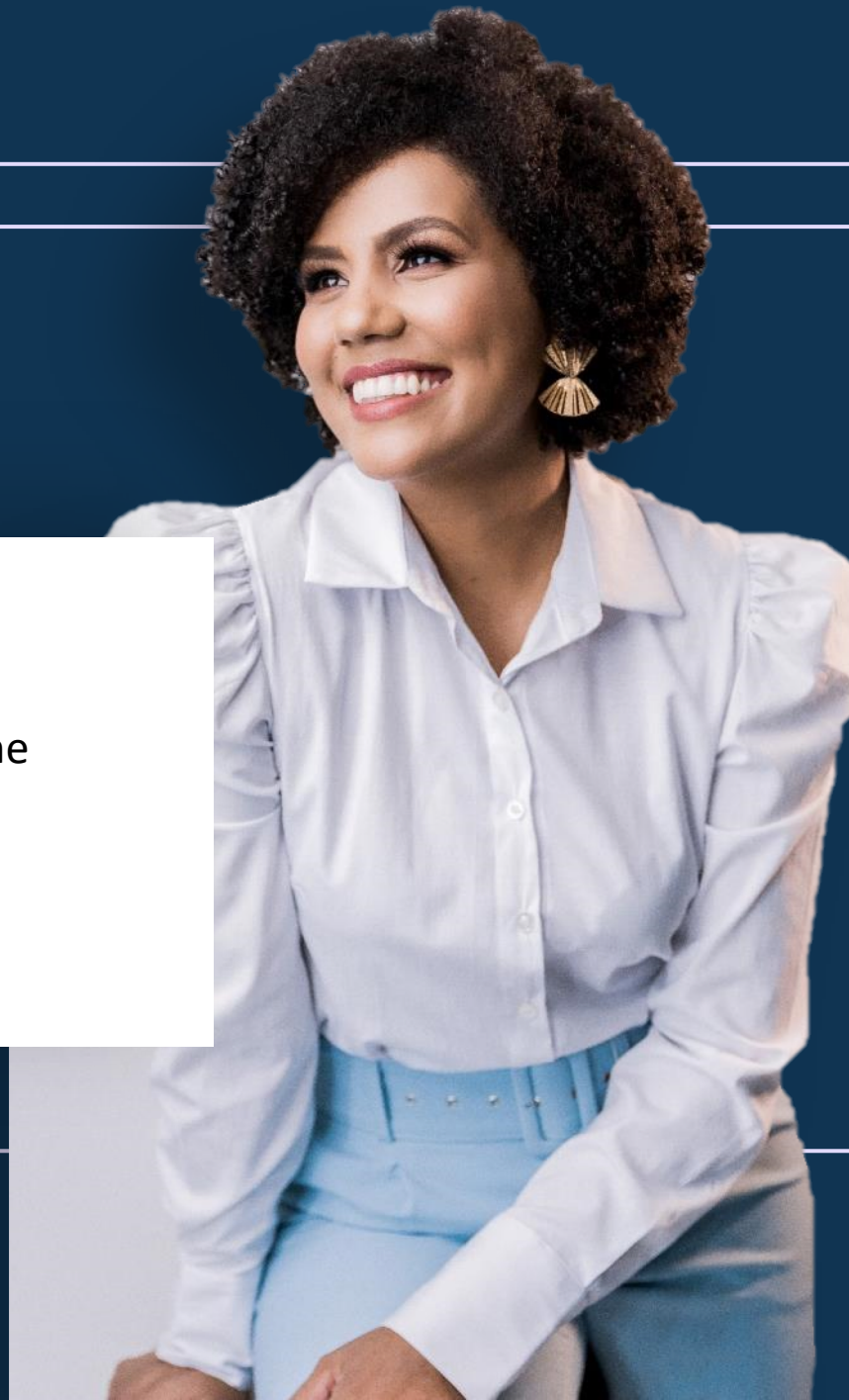


Unleashing Influencers

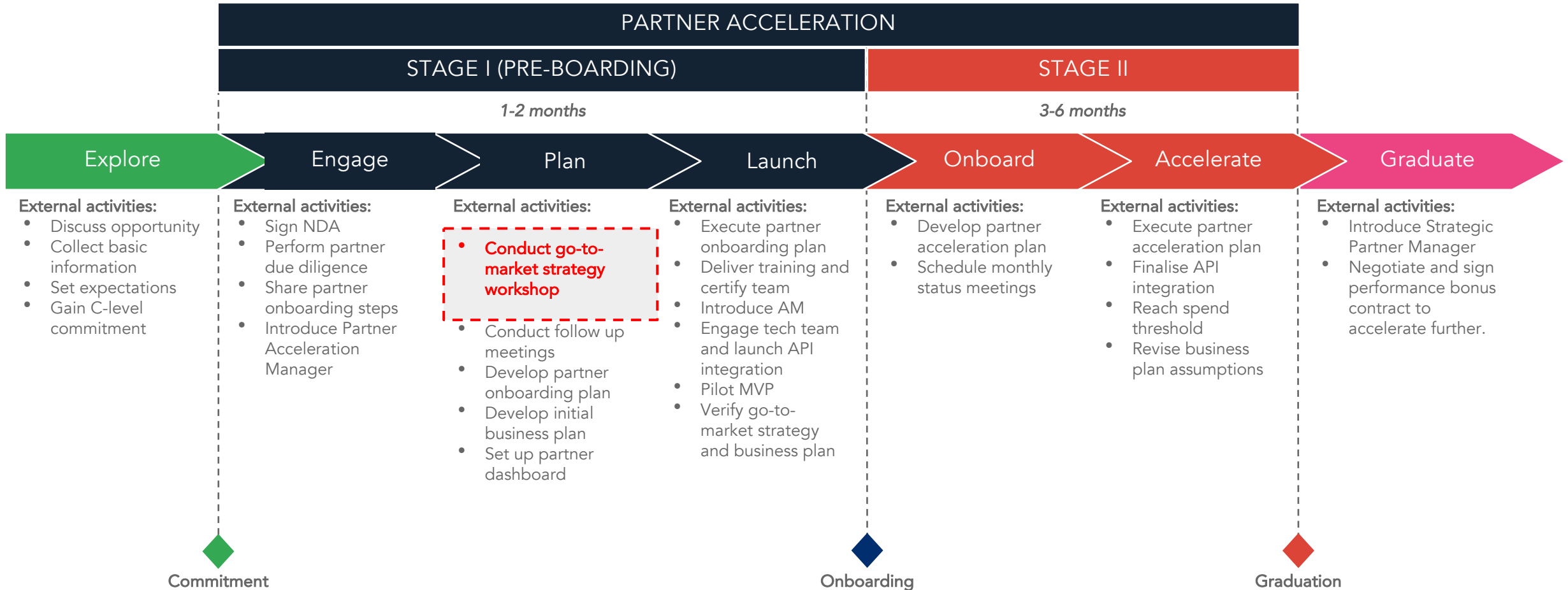


I've felt supported right from the very beginning working with Herman Miller

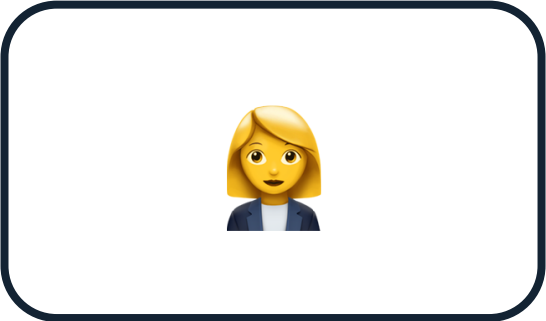
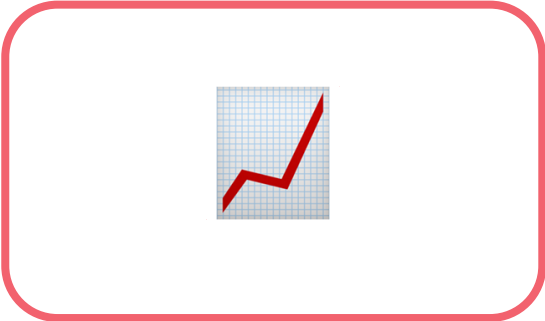
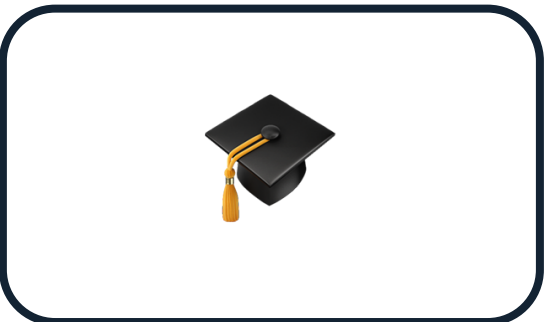
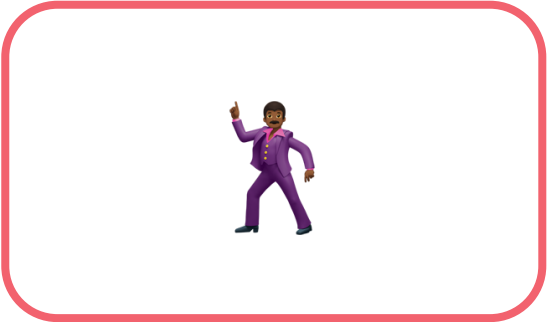
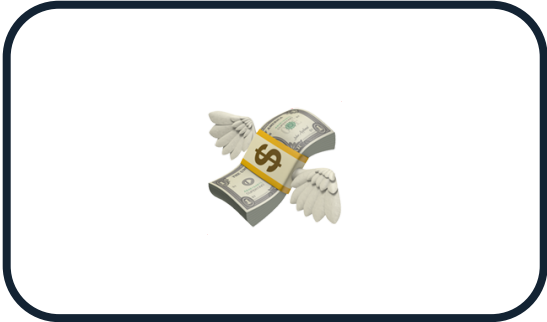
Alicia, Influencer, 29



Partner acceleration framework



Example Partners



Distribution Partnerships

Shopify partners with Uber to ensure same-day delivery

By Euan Rocha and Anet Josline Pinto

October 14, 2015 6:38 PM GMT+1 · Updated 9 years ago



Coalition Partnerships: Expat Moves Made Effortless

New country. New home.
Not a problem.



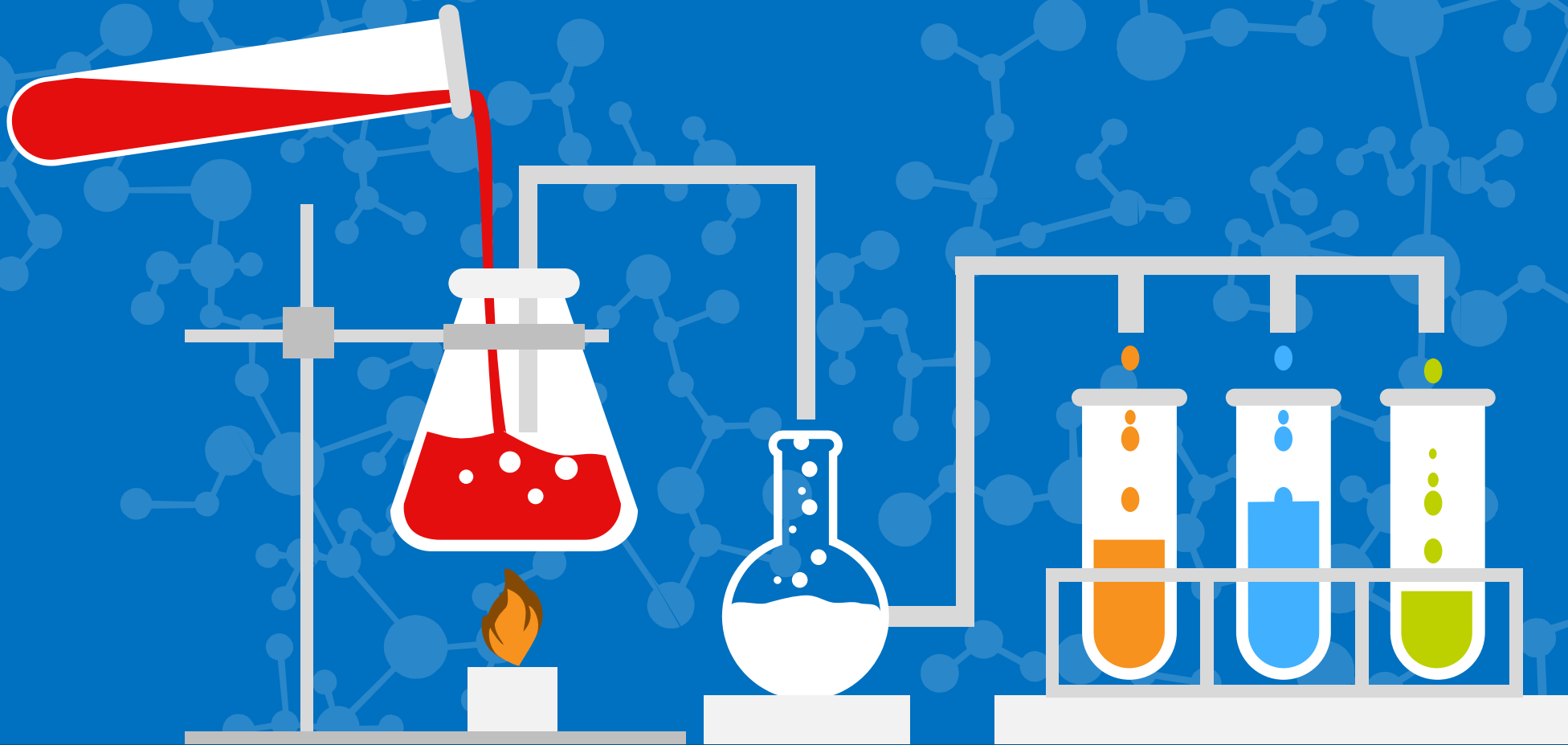
This is not a partnership



Ok, so how?



Continuous multiple, small bets



Let's forget 5 stars...

5.0Star



Let's go for 10...



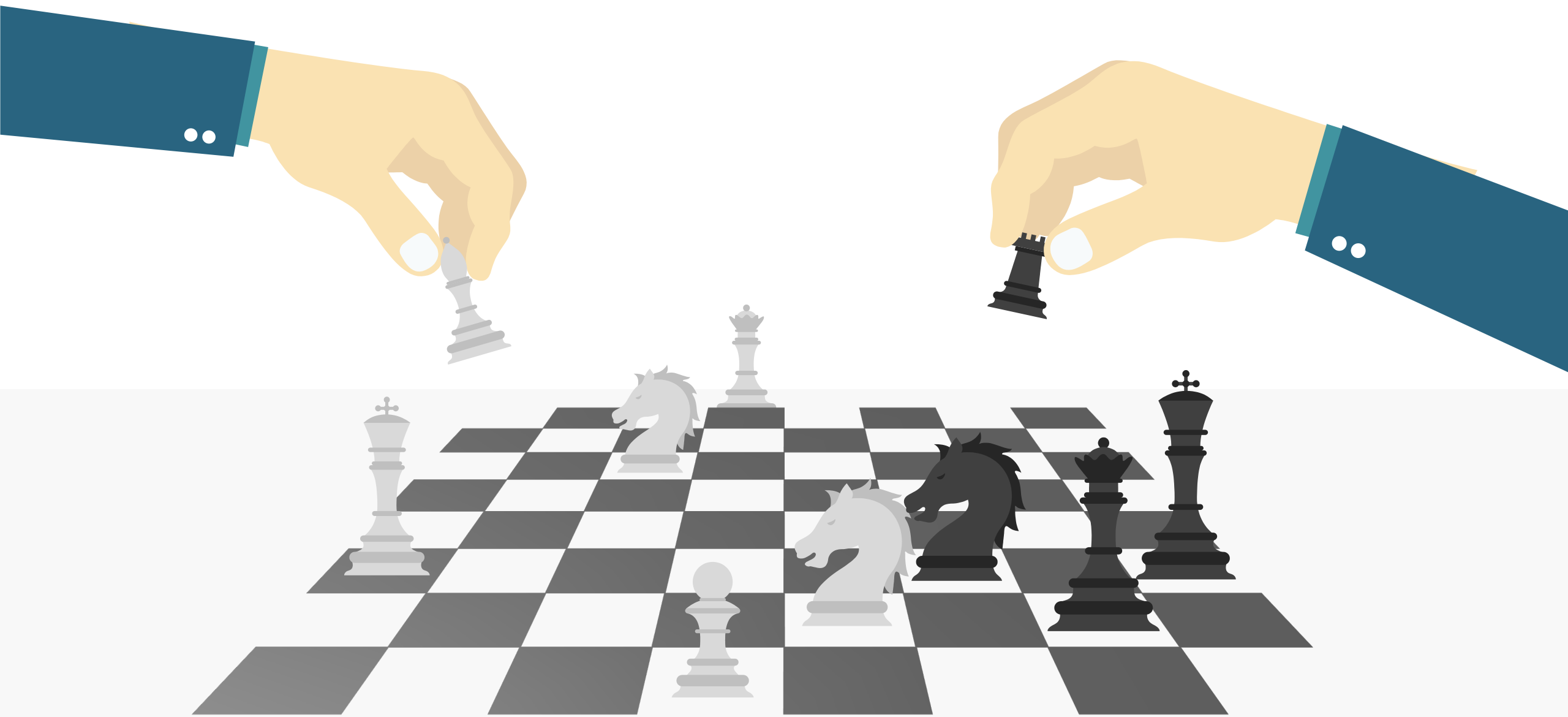
airbnb

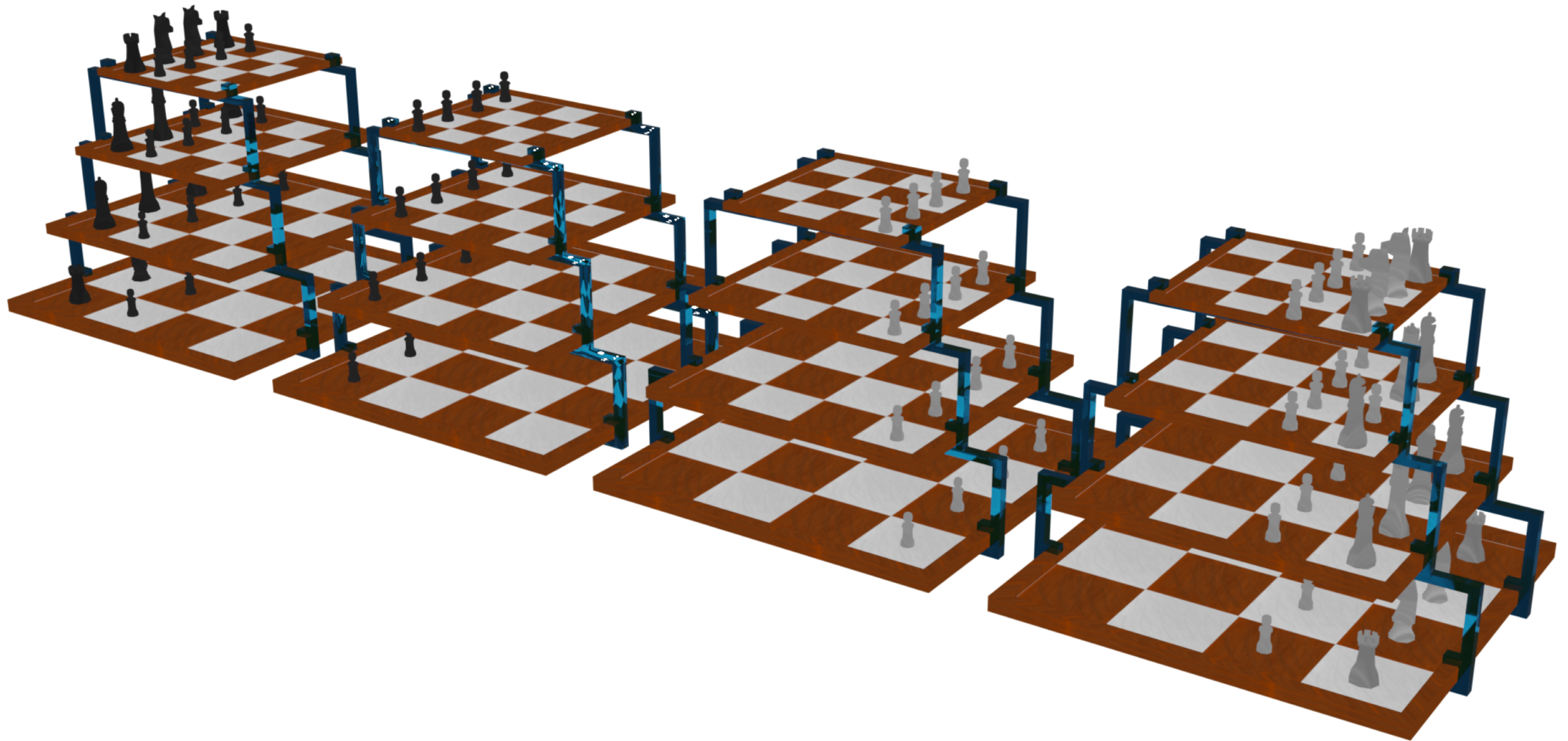
10.0 Star



Always win-win-win







QTA.

QUICK TO ACT

Partnerships that matter

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sal@quicktoact.com



Salisu Mohammed
Founder of QTA | Xoogler London Lead

