

# BUSINESS RELATIONSHIP ANALYSIS

## Simple Creations By T!" Tosh's Urban Gard

2 Relationships Identified

### BUSINESS PROFILES

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

#### Tosh's Urban Garden

Contact: Latachia Kins-Hunt

Industry: Health & Wellness

Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

### REFERRAL 1/2

80% conf

Tosh's Urban Garden!" Simple Creations By T

#### Reasoning:

Both Tosh's Urban Garden and Simple Creations By T serve health-conscious individuals and organizations celebrating milestones. Tosh's Urban Garden can refer customers looking for personalized gifts to Simple Creations, while Simple Creations can recommend Tosh's products for wellness-themed gifts.

#### Value Proposition:

Increased customer traffic leading to a potential 20% boost in sales for both businesses through cross-promotions.

#### Collaboration Example:

Tosh's Urban Garden could create a special gift package that includes a selection of herbal teas and tinctures, bundled with a custom gift item from Simple Creations like a personalized mug. This package could be marketed for occasions such as wellness retreats or corporate gifting, leading to a joint promotion where both businesses can advertise the bundle on social media, splitting the revenue from each sale.

#### Synergy Potential:

Both businesses emphasize a personal touch and wellness, allowing for a unique alignment that resonates with their shared customer base seeking meaningful, health-oriented gifts.

**Action Items:**

1. Set up a meeting to discuss referral terms and cross-promotional opportunities.
2. Create a joint marketing campaign highlighting the wellness gift package.
3. Develop a referral tracking system to measure the success of the partnership.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

**Simple Creations By T!** Tosh's Urban Garden**Reasoning:**

Simple Creations can provide custom branded merchandise for Tosh's Urban Garden, enhancing their brand presence and customer experience. This relationship would allow Tosh's to offer unique products that stand out in the market.

**Value Proposition:**

Tosh's Urban Garden can increase brand recognition and customer loyalty by 15% through exclusive branded merchandise like custom mugs or tote bags featuring their logo.

**Collaboration Example:**

Tosh's Urban Garden could order a batch of custom tote bags from Simple Creations to sell at farmers' markets or events. These bags would feature eco-friendly messaging and the Tosh's Urban Garden logo, creating a visually appealing way for customers to carry their purchases, while Simple Creations earns a profit margin on the bulk order.

**Synergy Potential:**

This relationship uniquely combines health and wellness with personalized branding, enhancing the customer experience while promoting eco-conscious values.

**Action Items:**

1. Discuss design options and pricing for custom merchandise.
2. Plan a launch event to introduce the new branded items at Tosh's Urban Garden.
3. Create promotional materials for both businesses highlighting the new products.

Value: MEDIUM

MUTUAL BENEFIT