

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations !" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

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 .

COLLABORATION 1/2

85% conf

Jazzi's Creations !" Tosh's Urban Garden

Reasoning:

Jazzi's Creations and Tosh's Urban Garden can create a unique event that combines crafting with health and wellness. This collaboration offers a fun environment for attendees to learn about herbal products while engaging in DIY crafts, appealing to both businesses' target markets.

Value Proposition:

By hosting joint workshops, Jazzi's can increase revenue from event fees, while Tosh's can expand their customer base and promote their products directly to a health-conscious audience.

Collaboration Example:

Jazzi's Creations organizes a 'Wellness Craft Night' where participants can create personalized herbal tea kits while learning about the benefits of Tosh's herbal products. Both businesses charge a fee, splitting the \$2,000 revenue from 40 attendees. Jazzi gains craft material sales, and Tosh's promotes their products, leading to increased follow-up sales.

Synergy Potential:

This pairing stands out because it uniquely merges creativity with holistic health, attracting customers interested in both crafting and wellness in a single experience, which is rarely offered in the Jacksonville area.

Action Items:

1. Develop a joint marketing plan for the Wellness Craft Night targeting local health-conscious communities.
2. Create a list of potential venues that can accommodate a crafting event for 40 participants.
3. Set up a timeline for product sourcing from Tosh's Urban Garden and craft materials from Jazzi's Creations.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Tosh's Urban Garden !' Jazzi's Creations

Reasoning:

Tosh's Urban Garden can supply herbal products to Jazzi's Creations for inclusion in their DIY craft kits or as part of personalized gift options, enhancing the offerings at Jazzi's Creations.

Value Proposition:

This partnership allows Tosh's to penetrate a new market through Jazzi's customer base, while Jazzi's enhances their product variety, potentially increasing sales of craft kits and personalized gifts.

Collaboration Example:

Tosh's supplies a selection of herbal tea blends for Jazzi's craft kits. For instance, a 'Tea & Craft' kit is launched that includes a DIY tea blend crafting session. Each kit sells for \$50, and with an initial batch of 100 kits, both businesses share the \$5,000 revenue.

Synergy Potential:

This relationship is unique as it combines Jazzi's focus on creativity with Tosh's commitment to health, creating a product line that appeals to customers seeking both fun and wellness.

Action Items:

1. Identify specific herbal products that can be included in Jazzi's crafting kits.
2. Create a pricing strategy that benefits both businesses while remaining attractive to customers.
3. Set a meeting to discuss logistics, product delivery, and marketing strategies for the new kits.

Value: MEDIUM

MUTUAL BENEFIT