

# BUSINESS RELATIONSHIP ANALYSIS

A L Y S A l w a y s L o v e Y o u r s e l f ! " T o s h ' s U r b a n G

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

### 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

Tosh's Urban Garden !" ALYS Always Love Yourself

### Reasoning:

Both businesses target health-conscious individuals and mature women interested in skincare, making them complementary rather than competitive. A collaboration could enhance their product offerings and tap into a shared customer base.

### Value Proposition:

By collaborating, Tosh's Urban Garden can leverage ALYS's established customer base to sell their herbal skincare-infused products, potentially increasing sales by 30% during promotional events.

### Collaboration Example:

Tosh's Urban Garden hosts a skincare workshop in partnership with ALYS, where participants create DIY herbal skincare products using Tosh's herbal extracts. The workshop charges \$50 per participant, with 20 participants expected. Both businesses share the revenue, bringing in \$1,000 for each. This event also promotes both brands, driving post-workshop sales through exclusive discounts on their products.

### Synergy Potential:

The unique synergy comes from combining herbal wellness with skincare, allowing both businesses to offer a holistic approach to health and beauty, attracting customers who value natural, sustainable products.

### Action Items:

1. Schedule a meeting between Latachia and Cenita to discuss potential workshop themes.
2. Create a promotional plan for the workshop emphasizing the benefits of herbal ingredients in skincare.
3. Set up an online registration platform to manage sign-ups and payments for the workshop.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

ALYS Always Love Yourself! Tosh's Urban Garden

### Reasoning:

ALYS Always Love Yourself targets mature women who may also be interested in natural health products, allowing for mutual referrals without competition.

### Value Proposition:

By referring clients seeking natural skincare options to Tosh's Urban Garden, ALYS can enhance client satisfaction and potentially increase its customer loyalty, which could translate to a 15% increase in repeat purchases.

### Collaboration Example:

ALYS incorporates a referral program into their skincare consultation services, where clients are given samples of Tosh's herbal teas and tinctures. For every referral that results in a purchase at Tosh's Urban Garden, ALYS earns a 10% commission on the sale, creating a win-win for both businesses.

### Synergy Potential:

This pairing is unique because it capitalizes on the wellness trend among mature women, creating a lifestyle brand that encompasses both skincare and health, enhancing customer experience and brand loyalty.

### Action Items:

1. Develop a referral brochure detailing Tosh's products to be shared with ALYS clients.
2. Implement a tracking system to monitor referrals and commissions between the two businesses.
3. Launch a joint social media campaign highlighting the benefits of both product lines to entice customers.

Value: MEDIUM

MUTUAL BENEFIT