

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

75% conf

Tosh's Urban Garden!" Simple Creations By T

Reasoning:

Both Tosh's Urban Garden and Simple Creations By T target health-conscious individuals, albeit with different focuses. Tosh's customers, who are interested in natural health options, may also appreciate personalized gifts that align with their values, creating a natural referral pathway.

Value Proposition:

Increased customer acquisition for both businesses through shared referrals, potentially boosting revenue by 20% each month as they tap into each other's customer bases.

Collaboration Example:

Tosh's Urban Garden could refer customers looking for unique, health-themed gifts to Simple Creations By T, who could create custom herbal tea gift sets or personalized health journals. For example, during a seasonal promotion, Tosh's could include a flyer in their tea packaging that highlights Simple Creations' offerings, driving traffic to T's store, while T could display Tosh's products at local craft fairs, enhancing visibility for both.

Synergy Potential:

This pairing is unique because Tosh's Urban Garden's eco-conscious clientele is likely to appreciate Simple Creations' personalized gifts that can be tailored to promote wellness, creating a strong emotional connection that generic partnerships may lack.

Action Items:

1. Create a referral flyer that Tosh can include with each order, promoting Simple Creations' products.
2. Develop a cross-promotion campaign for a local market event, where both businesses can showcase each other's products.
3. Schedule a monthly check-in to review referral success and brainstorm new promotional ideas.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Tosh's Urban Garden! Simple Creations By T

Reasoning:

Both businesses can collaborate on product offerings that cater to their shared target market, enhancing customer experience and generating additional revenue streams.

Value Proposition:

By collaborating on a limited edition 'Wellness Gift Box' featuring Tosh's herbal products and Simple Creations' custom packaging, they could capture new market segments and increase average order value by 30%.

Collaboration Example:

They could create a 'Self-Care Sunday' gift box that includes a selection of Tosh's herbal teas and a personalized mug or journal from Simple Creations. They could market this package as a subscription service, with a monthly theme, driving recurring revenue as customers sign up for wellness and self-care experiences.

Synergy Potential:

The unique synergy lies in the combination of health and personalization, appealing to customers who want gifts that promote wellness, setting them apart from typical gift products available in the market.

Action Items:

1. Brainstorm and finalize the product offerings for the 'Wellness Gift Box' including pricing and branding.
2. Launch a joint marketing campaign through social media to promote the collaboration, targeting both audiences.
3. Set up a shared online platform where customers can purchase the boxes, ensuring streamlined logistics and fulfillment.

Value: HIGH

MUTUAL BENEFIT