

# BUSINESS RELATIONSHIP ANALYSIS

## Simple Creations By T!" The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

75% conf

#### The Collective Om!" Simple Creations By T

##### Reasoning:

The Collective Om focuses on holistic health services for individuals and small teams, particularly targeting women who value self-growth. Simple Creations By T offers custom gifts and apparel for individuals celebrating milestones, which aligns well with the clientele of The Collective Om. Referrals can flow between the two businesses as clients of The Collective Om may appreciate personalized keepsakes for their self-improvement journeys.

##### Value Proposition:

By referring clients to each other, both businesses could increase their customer base and generate additional revenue without direct competition.

##### Collaboration Example:

The Collective Om can refer clients who are completing wellness programs to Simple Creations By T for custom gift options, such as personalized journals or wellness kits. For example, after a 6-week wellness program, a client may want to purchase a custom-engraved journal as a reward for their progress, which Simple Creations By T could provide. They agree to split the profits from referrals, enhancing revenue streams for both businesses.

##### Synergy Potential:

This pairing leverages the emotional connection clients feel towards their health journeys, making the personalized gifts from Simple Creations By T a meaningful addition to the services offered by The Collective Om.

### Action Items:

1. Establish a referral program where The Collective Om receives a commission for each client referred to Simple Creations By T.
2. Create promotional materials highlighting Simple Creations By T's products to be shared with The Collective Om's clients.
3. Schedule a meeting to discuss client demographics and potential product offerings that resonate with The Collective Om's customer base.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

65% conf

Simple Creations By T | The Collective Om

### Reasoning:

Simple Creations By T's target market includes individuals looking for personalized gifts for celebrations, which often coincide with life events that could benefit from holistic health services. Referring clients who are interested in self-growth and wellness to The Collective Om can create a supportive network for individuals seeking to improve their lives.

### Value Proposition:

Simple Creations By T can enhance customer satisfaction by directing clients to The Collective Om for wellness services, potentially earning referral bonuses while providing added value to their customers.

### Collaboration Example:

When a client orders a custom gift for a friend's milestone, Simple Creations By T can suggest a wellness package from The Collective Om as an additional gift. For instance, a client ordering a personalized gift for a friend's birthday could also receive a coupon for a wellness session at The Collective Om, providing a holistic experience that complements the gift. Both businesses track referrals and share the profits from the wellness packages sold.

### Synergy Potential:

By combining the gifting experience with wellness offerings, this partnership creates a unique ecosystem that emphasizes self-care and personal milestones, reinforcing the value of both businesses in their clients' lives.

### Action Items:

1. Develop a joint marketing campaign highlighting the benefits of gifting wellness experiences alongside tangible gifts.
2. Create a referral tracking system to monitor successful client referrals between the two businesses.
3. Host an initial brainstorming session to generate ideas for co-branded products or services that celebrate personal growth and milestones.

Value: MEDIUM

MUTUAL BENEFIT