

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

Jazzi's Creations!" WhitBits Cookies

Reasoning:

Both businesses target similar customer bases, particularly corporate professionals and event planners. Jazzi's Creations can refer WhitBits Cookies to clients who are looking for catering options for their events, while WhitBits can recommend Jazzi's for gift and workshop needs.

Value Proposition:

By referring clients to each other, both businesses can increase their customer base, leading to potential revenue growth of at least 15% in the following quarter.

Collaboration Example:

When Jazzi's Creations organizes a corporate event for a local business, she can include a package that features WhitBits Cookies as the dessert option. This partnership allows the corporate client to receive a complete service package, enhancing their event while both businesses gain exposure to new clientele.

Synergy Potential:

The unique synergy comes from Jazzi's ability to offer a full-service event experience, where WhitBits provides the sweet touch that enhances the overall appeal of the event, making it memorable for attendees.

Action Items:

1. Create a referral agreement outlining the specifics of client referrals.

2. Develop joint marketing materials highlighting both businesses' services for corporate events.
3. Schedule a meeting to discuss cross-promotion opportunities at local business expos.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Jazzi's Creations !' WhitBits Cookies

Reasoning:

Jazzi's Creations can provide a platform for WhitBits Cookies to showcase their products during crafting workshops, creating a unique experience for attendees. This collaboration can also lead to increased sales for both businesses during events.

Value Proposition:

During a crafting event, Jazzi can feature WhitBits' cookies, leading to direct sales of around \$300 per event, enhancing attendee experience and increasing brand visibility for both parties.

Collaboration Example:

Jazzi's Creations hosts a monthly 'Craft & Cookies' night where participants create personalized items while enjoying WhitBits' freshly baked cookies. Each participant pays \$50, and Jazzi splits the sales from cookie orders with WhitBits, providing a lively atmosphere that encourages attendees to purchase additional cookies and craft supplies.

Synergy Potential:

This pairing is special as it combines the arts and culinary delights, attracting a broader audience who appreciates unique, interactive experiences that foster social connections.

Action Items:

1. Plan and schedule the first 'Craft & Cookies' night event.
2. Collaborate on promotional materials to advertise the event through email lists and social media.
3. Establish a pricing structure for cookie orders during the events, ensuring mutual profit.

Value: HIGH

MUTUAL BENEFIT