

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe
Industry: Professional Services
Key people to solve you business issue

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

Free Agents Inc!" WhitBits Cookies

Reasoning:

Free Agents Inc specializes in solving business issues for companies with 5 to 250 employees, which likely includes corporate professionals and event planners who are also the target market for WhitBits Cookies. By referring clients to each other, both businesses can expand their customer base without competing directly.

Value Proposition:

Increased customer referrals could lead to a 20% growth in client acquisition for both businesses, enhancing their market presence.

Collaboration Example:

Free Agents Inc can refer its corporate clients, such as office managers planning meetings, to WhitBits Cookies for catering homemade cookies. For example, if an office manager needs refreshments for a team meeting, Free Agents can suggest WhitBits Cookies, earning a referral fee for each order placed, while WhitBits gains a consistent stream of corporate clients.

Synergy Potential:

The unique synergy lies in Free Agents' established corporate relationships and WhitBits' specialized offerings for corporate events, creating a seamless referral process that enhances both brands without overlapping services.

Action Items:

1. Establish a referral agreement where Free Agents Inc receives a commission for every client referred to WhitBits Cookies.
2. Create a joint marketing piece highlighting the benefits of corporate catering with homemade cookies for clients.
3. Schedule an introductory meeting between James Higbe and Whitney Branch to discuss mutual clients and referral processes.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

WhitBits Cookies /' Free Agents Inc

Reasoning:

WhitBits Cookies can provide catering services to Free Agents Inc when they host meetings or events for their clients. This relationship allows Free Agents to offer a unique refreshment option and enhance their value proposition.

Value Proposition:

By utilizing WhitBits Cookies for corporate events, Free Agents could elevate client satisfaction, potentially leading to higher retention rates and additional project opportunities.

Collaboration Example:

When Free Agents Inc organizes a workshop for a client, they can order a selection of WhitBits' cookies to offer attendees. For instance, during a business solutions seminar, attendees enjoy personalized cookies, which creates a memorable experience. This can lead to repeat engagements and referrals from satisfied clients.

Synergy Potential:

WhitBits' homemade cookies add a personal touch to Free Agents' corporate functions, differentiating their service and enhancing client experiences in a way that typical catering cannot match.

Action Items:

1. Develop a special catering menu that Free Agents can offer to their clients, featuring unique cookie options.
2. Set up a system for Free Agents to easily place orders with WhitBits for future events.
3. Conduct a tasting session for Free Agents' team to experience the cookies firsthand and better promote them to clients.

Value: MEDIUM

MUTUAL BENEFIT