

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman
Industry: Marketing & Design
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

MyahnArt LLC !” WhitBits Cookies

Reasoning:

MyahnArt LLC's target market includes event planners and corporate professionals who might also be interested in catered treats for events, making WhitBits Cookies a perfect complement. Both businesses serve similar clientele without competing directly.

Value Proposition:

By referring clients to each other, both businesses can enhance their service offerings and increase customer satisfaction, potentially boosting each other's revenue by 10-15%.

Collaboration Example:

MyahnArt LLC could refer WhitBits Cookies to clients planning events that require catering. For instance, during a corporate event where Myah is hired to create a mural, she could suggest WhitBits to provide dessert. If the event planner orders cookies for the event, MyahnArt receives a percentage of the sale, creating a win-win scenario.

Synergy Potential:

This partnership uniquely leverages the aesthetic appeal of MyahnArt's murals and the delightful experience provided by WhitBits Cookies, creating memorable events that stand out.

Action Items:

1. Draft a referral agreement outlining commission percentages.

2. Create a joint marketing flyer showcasing both businesses for distribution at local events.
3. Schedule a meeting to discuss cross-promotional social media strategies.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

70% conf

WhitBits Cookies | MyahnArt LLC

Reasoning:

WhitBits Cookies can supply cookies for events where MyahnArt is providing services, enhancing the overall customer experience. This creates a direct revenue stream for WhitBits while adding value to MyahnArt's offering.

Value Proposition:

By incorporating WhitBits Cookies into MyahnArt's event services, MyahnArt can charge a premium for bundled services, potentially increasing sales by 20% during events.

Collaboration Example:

For an upcoming corporate gala where MyahnArt is painting a mural live, WhitBits Cookies could provide custom cookies shaped like the company's logo. MyahnArt can offer this as part of a package deal, enhancing the aesthetic and thematic coherence of the event, while WhitBits earns additional sales from bulk orders.

Synergy Potential:

The unique blend of visual art and gourmet treats creates a cohesive theme for events, offering clients an enhanced sensory experience that few competitors can match.

Action Items:

1. Create a menu of cookie options specifically designed for events.
2. Set up a meeting to discuss pricing and logistics for cookie orders.
3. Develop a promotional campaign highlighting the bundled service for upcoming events.

Value: HIGH

MUTUAL BENEFIT