

# BUSINESS RELATIONSHIP ANALYSIS

## Big Rig Compliance Pros!" Tosh's Urban Garden

2 Relationships Identified

### BUSINESS PROFILES

#### Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

#### 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

80% conf

#### Tosh's Urban Garden!" Big Rig Compliance Pros

##### Reasoning:

Both businesses target health-conscious individuals and owner-operators in the trucking industry, who may share an interest in natural health products. Big Rig Compliance Pros can refer their clients to Tosh's Urban Garden for herbal products that can support their health while on the road.

##### Value Proposition:

Increased customer base for Tosh's Urban Garden through referrals, potentially generating an additional \$5,000 in revenue from the trucking community within the first year.

##### Collaboration Example:

Big Rig Compliance Pros could create a welcome package for new clients that includes discount vouchers for Tosh's Urban Garden's herbal products. For instance, when a trucking company signs on with Big Rig, they receive a voucher for 20% off their first order of herbal teas or tinctures, promoting a healthier lifestyle for drivers.

##### Synergy Potential:

This partnership uniquely combines health and wellness with the trucking industry, tapping into a niche market of health-conscious truck drivers who might otherwise overlook herbal products.

**Action Items:**

1. Develop a co-branded welcome package for new clients featuring Tosh's products.
2. Set up a referral tracking system to monitor the success of the collaboration.
3. Schedule a meeting to discuss joint marketing strategies and events.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

**Big Rig Compliance Pros!' Tosh's Urban Garden****Reasoning:**

Big Rig Compliance Pros can refer their clients, particularly owner-operators who are health-conscious, to Tosh's Urban Garden for natural health solutions. These clients often seek alternative health products to maintain their well-being on the road.

**Value Proposition:**

Big Rig Compliance Pros can enhance client loyalty and satisfaction by providing them with access to natural health solutions, potentially increasing their retention rates by 10%.

**Collaboration Example:**

Big Rig Compliance Pros could host an online webinar for their clients on 'Staying Healthy on the Road,' featuring a guest speaker from Tosh's Urban Garden who discusses the benefits of herbal remedies. This event would not only provide valuable information but also promote Tosh's products to an audience that is already interested in health.

**Synergy Potential:**

The synergy lies in combining compliance services with health solutions, creating a holistic approach to the well-being of truck drivers, which is often neglected in the industry.

**Action Items:**

1. Plan and schedule a webinar featuring Tosh's Urban Garden products.
2. Create promotional materials for the webinar that highlight the benefits of herbal products for truck drivers.
3. Establish a referral agreement that includes commission for each sale generated through Big Rig's client base.

Value: MEDIUM

MUTUAL BENEFIT