

BUSINESS RELATIONSHIP ANALYSIS

Tosh's Urban Garden !" flow

2 Relationships Identified

BUSINESS PROFILES

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 .

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

75% conf

flow !" Tosh's Urban Garden

Reasoning:

Both businesses target health-conscious individuals, albeit in different ways. Flow focuses on coaching which can complement the holistic health approach of Tosh's Urban Garden. Referrals can be exchanged as clients of flow may benefit from natural products offered by Tosh's.

Value Proposition:

Increased customer base and enhanced service offerings for both businesses, leading to potential revenue growth of up to 30% through cross-referrals.

Collaboration Example:

Flow can refer clients seeking stress relief and wellness support to Tosh's Urban Garden for herbal teas and tinctures, while Tosh can refer customers interested in personal development and wellness coaching to Flow. For example, during a wellness workshop, Flow can introduce Tosh's products as part of a holistic approach, boosting sales for Tosh's by around \$1,000 in product sales at the event.

Synergy Potential:

The unique blend of coaching and natural health products creates a comprehensive wellness ecosystem that addresses both mental and physical health, making this partnership especially appealing to health-conscious consumers.

Action Items:

1. Set up a referral agreement outlining the terms of referrals between flow and Tosh's Urban Garden.
2. Host a joint wellness event where both businesses present their services to a shared audience.
3. Create co-branded promotional materials that highlight the benefits of both coaching and natural health products.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Tosh's Urban Garden !' flow

Reasoning:

Tosh's Urban Garden serves a target market that values holistic health and well-being, which aligns with the coaching services flow provides. By referring clients seeking overall wellness and lifestyle improvements, they can enhance each other's customer experiences.

Value Proposition:

Mutual referrals could drive a combined increase in clientele by 20%, with potential revenue generation of \$500 per month from shared clients.

Collaboration Example:

During an event at Tosh's Urban Garden, Latachia can highlight the importance of mental well-being and introduce Flow's coaching services. In return, Flow can feature Tosh's products in their coaching sessions, providing participants with samples. This could lead to product sales of \$800 from the event and new coaching clients for flow.

Synergy Potential:

Combining flow's coaching expertise with Tosh's herbal products can create a unique wellness narrative that appeals to a broader audience, enhancing customer engagement and loyalty for both businesses.

Action Items:

1. Develop a promotional package for cross-referrals that includes discounts or special offers for referred clients.
2. Organize a monthly meet-up focused on wellness where both businesses can showcase their services.
3. Create a timeline for feedback on referrals to adjust strategies based on success rates.

Value: MEDIUM

MUTUAL BENEFIT