

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings!" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

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!" Jamz Trainings

Reasoning:

Both businesses target health-conscious individuals, but they serve slightly different niches. Tosh's Urban Garden focuses on natural herbal products, while Jamz Trainings offers personal training and sports massage therapy. This creates a strong opportunity for cross-referrals.

Value Proposition:

Increased client base for both businesses; potential to reach 100+ new clients through referrals each month.

Collaboration Example:

Tosh's Urban Garden can provide samples of their herbal teas and tinctures to Jamz Trainings for use in their training sessions, promoting recovery and wellness. In return, Jamz can recommend Tosh's products to clients after sessions, creating a referral loop where both businesses see increased sales and client engagement.

Synergy Potential:

The unique synergy lies in their shared health & wellness mission; they can enhance the overall client experience by offering complementary services that promote holistic health.

Action Items:

1. Schedule a meeting between Latachia and James to discuss referral program details.

2. Create an attractive flyer featuring both businesses to distribute at each other's locations.
3. Set up a joint promotion for a 'Wellness Package' combining training sessions and herbal products.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Jamz Trainings! Tosh's Urban Garden

Reasoning:

Jamz Trainings works with middle-age recreational athletes who may benefit from natural recovery aids. Referring these clients to Tosh's Urban Garden for herbal products aligns with their health goals.

Value Proposition:

Increased product sales for Tosh's Urban Garden and enhanced client satisfaction for Jamz Trainings, potentially leading to 20-30 new product sales monthly.

Collaboration Example:

After a training session, Jamz can offer clients a complimentary sample of Tosh's herbal tea, emphasizing its benefits for recovery. Each sample would include a discount voucher for Tosh's Urban Garden, encouraging follow-up purchases and establishing a direct sales channel.

Synergy Potential:

The pairing stands out due to the intersection of sports recovery and natural wellness, allowing both businesses to promote a comprehensive health regimen to their clients.

Action Items:

1. Develop a discount voucher system for Jamz clients to redeem at Tosh's Urban Garden.
2. Host a joint wellness workshop where Jamz trainers discuss fitness while Tosh shares insights on herbal recovery.
3. Create social media content featuring testimonials from clients who have benefited from both services.

Value: MEDIUM

MUTUAL BENEFIT