

# BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release!" Tosh's Urban Garden

2 Relationships Identified

## BUSINESS PROFILES

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

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 .

## COLLABORATION 1/2

80% conf

Tosh's Urban Garden! Relax Relate & Release

### Reasoning:

Both businesses cater to health-conscious individuals, with Tosh's Urban Garden focusing on natural herbal products and Relax Relate & Release providing massage therapy. They can collaborate to create a holistic wellness package that appeals to their shared audience.

### Value Proposition:

By offering a bundled service, both businesses can attract new customers, resulting in a potential 20% increase in revenue from new clients seeking comprehensive wellness solutions.

### Collaboration Example:

Tosh's Urban Garden can supply herbal teas tailored for relaxation, which Relax Relate & Release offers to clients post-massage. For instance, at an open house event, they could host a 'Wellness Day' where attendees receive a complimentary massage and a sample of herbal tea, driving immediate sales and enhancing customer experience.

### Synergy Potential:

The unique synergy lies in their combined expertise in natural health; Tosh's Urban Garden provides natural products that enhance the relaxation and healing benefits of massage therapy, creating a seamless wellness experience for clients.

### Action Items:

1. Schedule a meeting between Latachia Kins-Hunt and Hazel Lee to brainstorm collaborative ideas.
2. Develop a bundled promotional package that includes a massage session and a selection of herbal teas.
3. Plan a 'Wellness Day' event to showcase the collaboration and attract new clientele.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Relax Relate & Release / Tosh's Urban Garden

### Reasoning:

Relax Relate & Release serves veterans who may benefit from the natural health products offered by Tosh's Urban Garden. By referring clients seeking alternative health options, both businesses can enhance their service offerings without direct competition.

### Value Proposition:

This referral relationship can lead to increased sales for Tosh's Urban Garden, with an estimated 15% revenue growth as veterans seek herbal remedies for relaxation and wellness.

### Collaboration Example:

Relax Relate & Release can provide its clients with a brochure of Tosh's Urban Garden's herbal products, suggesting specific teas for stress relief after massage therapy sessions. For instance, after a massage, a veteran might receive a discount code for Tosh's products, leading to both a sale and a stronger community connection.

### Synergy Potential:

Both businesses focus on health and wellness; by referring clients to each other, they create a supportive network for veterans seeking holistic health solutions, enhancing their reputation within the community.

### Action Items:

1. Create referral brochures introducing Tosh's products tailored for veterans.
2. Implement a referral discount program where Relax Relate & Release clients receive discounts on Tosh's herbal products.
3. Organize a joint workshop on stress management that includes information on both businesses' services.

Value: MEDIUM

MUTUAL BENEFIT