

# BUSINESS RELATIONSHIP ANALYSIS

## WhitBits Cookies!" flow

2 Relationships Identified

### BUSINESS PROFILES

#### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

#### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

### REFERRAL 1/2

75% conf

flow!" WhitBits Cookies

#### Reasoning:

Flow's coaching services could benefit WhitBits Cookies' target market, particularly corporate professionals and event planners looking for team-building activities. Referring clients between the two businesses allows them to tap into complementary services without competing.

#### Value Proposition:

Flow can gain access to a steady stream of clients from WhitBits Cookies' corporate clientele, potentially increasing revenue by 20% through new coaching sessions. WhitBits can also gain new clients interested in stress management workshops or team-building events.

#### Collaboration Example:

Flow hosts a special workshop titled 'Cookie Break: Team Building Through Sweetness' at WhitBits' facility, where teams can learn coaching techniques while decorating cookies. Each participant pays \$50, and Flow retains \$35, while WhitBits provides the cookies and earns \$15 per participant. With 20 participants, Flow earns \$700 and WhitBits earns \$300, enhancing both brands' visibility.

#### Synergy Potential:

This partnership uniquely combines the sweet appeal of homemade cookies with professional coaching, creating an engaging experience that caters specifically to corporate teams seeking fun yet productive activities.

### Action Items:

1. Schedule a meeting between Miguel and Whitney to discuss referral terms.
2. Develop a joint marketing strategy targeting corporate clients.
3. Create an event calendar for workshops and cookie decorating sessions.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

WhitBits Cookies' flow

### Reasoning:

WhitBits Cookies can refer their clients to Flow for coaching services, especially during corporate events where stress management or team dynamics are critical. This relationship allows both businesses to enhance their service offerings.

### Value Proposition:

WhitBits can expand their service offerings and position themselves as a complete event solution, potentially increasing their event bookings by 15%. Flow can gain clients from the corporate sector, leading to new revenue streams.

### Collaboration Example:

For a corporate client event, WhitBits suggests a 'Cookies and Coaching' package that includes cookie deliveries and Flow's coaching session. If the client books both services for a \$1,500 event, WhitBits can earn \$500 from cookie sales, while Flow earns \$1,000 from the coaching component, benefiting both businesses significantly.

### Synergy Potential:

The combination of homemade cookies and professional coaching creates a unique, memorable experience that resonates well with corporate professionals, enhancing both brands' appeal in the corporate market.

### Action Items:

1. Create a promotional flyer for the 'Cookies and Coaching' package.
2. Identify key corporate clients for targeted outreach.
3. Establish a commission structure for referrals between both businesses.

Value: MEDIUM

MUTUAL BENEFIT