

# BUSINESS RELATIONSHIP ANALYSIS

Genuine Coaching & Consulting!" Tosh's Urban Garden

4 Relationships Identified

## BUSINESS PROFILES

### Genuine Coaching & Consulting

Contact: Reden Dionisio

Industry: Technology

Coaching, Speaking, Training

### 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 1/4

75% conf

Genuine Coaching & Consulting! Tosh's Urban Garden

### Reasoning:

Genuine Coaching & Consulting can leverage Tosh's Urban Garden's emphasis on health and wellness to provide workshops that promote both personal and professional development. These workshops can highlight the importance of wellness in the workplace, thus creating a unique offering that blends coaching with health.

### Value Proposition:

By collaborating on wellness workshops, both businesses can attract new clients, potentially increasing revenue by 20% within the first quarter due to cross-promotion and shared marketing efforts.

### Collaboration Example:

Genuine Coaching & Consulting could organize a 'Wellness & Leadership Retreat' at Tosh's Urban Garden, where participants engage in coaching sessions focused on stress management and productivity, followed by herbal tea tastings and wellness product showcases. This event can accommodate up to 30 participants, with a ticket price of \$150 each, generating \$4,500 in revenue, split between both businesses.

### Synergy Potential:

This partnership uniquely combines coaching with holistic health, attracting corporate clients who value both employee wellness and effective leadership, creating a comprehensive approach to business growth.

### Action Items:

1. Draft a proposal for a joint wellness retreat, including target dates and objectives.
2. Identify and contact local businesses for potential participation in the retreat.
3. Develop a marketing strategy that targets both businesses' client bases to maximize attendance.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/4

60% conf

Tosh's Urban Garden / Genuines Coaching & Consulting

### Reasoning:

Tosh's Urban Garden targets health-conscious individuals, many of whom are likely to be business owners or corporate executives interested in improving their team's wellness through coaching and training.

### Value Proposition:

By referring clients to Genuines Coaching & Consulting, Tosh's Urban Garden can enhance its product offering and potentially earn a referral fee, while Genuines gains access to a new customer base.

### Collaboration Example:

Tosh's Urban Garden can include a flyer or brochure about Genuines Coaching in the packaging of their herbal products. For every referral that results in a coaching session, Genuines could offer a \$20 referral fee, while Tosh's Urban Garden could gain increased customer loyalty and repeat business as clients associate wellness products with personal development.

### Synergy Potential:

This relationship is special because it interlinks physical health with mental and professional development, appealing to a demographic that prioritizes holistic improvement.

### Action Items:

1. Create a referral program with clear incentives for Tosh's Urban Garden.
2. Design promotional materials to be included with Tosh's products.
3. Schedule a meeting to discuss how best to present the referral program to Tosh's customers.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 3/4

85% conf

Tosh's Urban Garden! Genuines Coaching & Consulting

### Reasoning:

Tosh's Urban Garden can collaborate with Genuines Coaching & Consulting to create wellness workshops that incorporate herbal health solutions. This partnership allows both to reach a broader audience interested in health and personal development.

### Value Proposition:

The collaboration could generate an estimated additional revenue of \$10,000 through workshop fees and product sales, while enhancing brand visibility for both businesses.

### Collaboration Example:

Tosh's Urban Garden and Genuines Coaching & Consulting could host a 'Wellness & Leadership Retreat' at a local venue where participants learn about herbal remedies and their benefits while also receiving coaching on leadership skills. The retreat could charge \$150 per participant for a full day, with a target of 50 participants, yielding \$7,500 revenue, split between the two businesses. Additionally, Tosh could sell herbal products during the event, potentially adding another \$2,500 in sales.

### Synergy Potential:

The unique synergy lies in combining health and wellness with leadership development, appealing to high-level executives who value personal well-being as part of their professional success.

### Action Items:

1. Schedule a meeting to brainstorm workshop topics and logistics within the next week.
2. Create a joint marketing plan to promote the retreat through social media and email newsletters.
3. Identify a suitable venue for the retreat and secure a booking within the next two weeks.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 4/4

70% conf

Genuines Coaching & Consulting! Tosh's Urban Garden

### Reasoning:

Genuines Coaching & Consulting targets C-suite executives and small business owners who may be interested in holistic health solutions. Referring these clients to Tosh's Urban Garden for their herbal products can enhance Genuines' service offerings.

### Value Proposition:

By referring clients to Tosh's Urban Garden, Genuines could earn a commission on sales, potentially increasing revenue by 15% from new referrals, while Tosh gains access to a lucrative customer segment.

### Collaboration Example:

During executive coaching sessions, Genuines could introduce Tosh's Urban Garden's products as part of a wellness package for clients. For example, if a client expresses stress management concerns, Genuines can recommend a specific herbal tea blend from Tosh's Urban Garden, earning a 10% commission on any sales generated through this referral.

**Synergy Potential:**

This relationship is unique as it merges executive coaching with natural health solutions, creating a comprehensive approach to well-being that enhances the client experience and promotes healthier lifestyles among high-level professionals.

**Action Items:**

1. Develop a referral agreement outlining commission structures within the next week.
2. Create a brochure or digital flyer featuring Tosh's products to distribute to Genuines' clients.
3. Set up a feedback mechanism to assess the effectiveness of referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

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