

# BUSINESS RELATIONSHIP ANALYSIS

## The P-Way Solutions LLC!" Tosh's Urban Ga

2 Relationships Identified

### BUSINESS PROFILES

#### The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

#### 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

75% conf

Tosh's Urban Garden!" The P-Way Solutions LLC

#### Reasoning:

Tosh's Urban Garden targets health-conscious individuals who may also be business owners or employees in small businesses that require janitorial services. The P-Way Solutions LLC provides commercial janitorial services that could appeal to Tosh's clientele if they expand into a physical retail space.

#### Value Proposition:

Tosh's Urban Garden could drive additional business to The P-Way Solutions by referring health-conscious clients who value cleanliness and eco-friendly practices, potentially increasing The P-Way's client base by 10% within a year.

#### Collaboration Example:

If Tosh's Urban Garden decides to open a storefront or host workshops, they could refer clients to The P-Way Solutions for cleaning services. For example, Tosh could promote The P-Way's services in their promotional materials, leading to a referral fee arrangement where The P-Way offers a 15% discount to Tosh's clients, generating \$3,000 in new contracts for The P-Way within three months.

#### Synergy Potential:

Both businesses cater to eco-conscious clients, creating a unique angle for referrals where cleanliness is tied to health and wellness, enhancing both brands' reputations.

**Action Items:**

1. Create a referral program where Tosh's Urban Garden provides discount cards for The P-Way's services to their clients.
2. Set up a meeting between Latachia Kins-Hunt and Pervis Lowman to discuss co-marketing opportunities.
3. Develop a joint social media campaign highlighting the importance of clean, healthy environments for wellness-focused individuals.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

The P-Way Solutions LLC !' Tosh's Urban Garden

**Reasoning:**

The P-Way Solutions services small businesses that may be interested in natural health products offered by Tosh's Urban Garden. They could recommend Tosh's products to their clients who are health-conscious.

**Value Proposition:**

By referring clients to Tosh's Urban Garden, The P-Way Solutions could enhance their service offerings, potentially leading to a 5% increase in client satisfaction and retention, translating into \$2,000 in additional revenue.

**Collaboration Example:**

The P-Way Solutions could create an informational flyer about Tosh's Urban Garden's herbal products to distribute to their commercial clientele. For instance, after a successful cleaning contract completion, they could include a sample of Tosh's herbal tea with the invoice, promoting a healthy lifestyle and potentially driving \$1,500 in sales for Tosh's within the first quarter.

**Synergy Potential:**

The P-Way's focus on commercial clients aligns well with the health-conscious market segment of Tosh's Urban Garden, creating a cross-promotion opportunity that enhances the brand image for both businesses.

**Action Items:**

1. Design a collaborative flyer that highlights the benefits of herbal products alongside The P-Way's services.
2. Schedule a joint event where clients of The P-Way can sample Tosh's products post-cleaning service.
3. Implement a tracking system to measure referral success from The P-Way to Tosh's Urban Garden.

Value: MEDIUM

MUTUAL BENEFIT