

BUSINESS RELATIONSHIP ANALYSIS

Genuines Coaching & Consulting !” Tosh’s Urban Garden

4 Relationships Identified

BUSINESS PROFILES

Genuines 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 .

PARTNER 1/4

80% conf

Genuines Coaching & Consulting !” Tosh’s Urban Garden

Reasoning:

Genuines Coaching & Consulting focuses on coaching and training, which can be beneficial for Tosh’s Urban Garden as they look to improve their marketing and operational strategies. By partnering, they can create workshops that incorporate health and wellness themes.

Value Proposition:

This partnership can lead to the development of wellness workshops that attract new clients for both businesses, potentially increasing revenue by 20% for Tosh's Urban Garden through new customer acquisition.

Collaboration Example:

Genuines Coaching organizes a quarterly wellness workshop titled 'Natural Health & Business Growth' at Tosh's Urban Garden. They invite local business owners to learn about the benefits of herbal products while also receiving coaching on business strategies. Tosh's Urban Garden sells their products during the event, generating \$1,000 in sales while Genuines earns \$500 for facilitating the workshop.

Synergy Potential:

This pairing uniquely combines the business coaching expertise of Genuines with the niche health products of Tosh’s, attracting eco-conscious entrepreneurs looking to enhance both personal and business health.

Action Items:

1. Schedule a meeting to brainstorm workshop topics and logistics.
2. Develop a joint marketing strategy that highlights the health and business benefits.
3. Create promotional materials and a registration page for the first workshop.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/4

70% conf

Tosh's Urban Garden | Genuines Coaching & Consulting

Reasoning:

Tosh's Urban Garden serves health-conscious clients who may benefit from the coaching services provided by Genuines Coaching & Consulting. Referring clients to each other can enhance customer loyalty and satisfaction.

Value Proposition:

By referring clients, Tosh's can enhance its service offering, potentially increasing customer retention by 15%, while Genuines can access a new client base, leading to a projected \$10,000 increase in new business.

Collaboration Example:

Tosh's Urban Garden includes a brochure about Genuines Coaching in their product packaging and offers a 10% discount on the first coaching session for customers who purchase herbal products above \$50. This incentivizes Tosh's customers to explore coaching services, leading to a tangible increase in referrals for Genuines.

Synergy Potential:

The relationship leverages Tosh's existing customer base by introducing them to coaching services that align with their health goals, creating a seamless integration of personal well-being and professional development.

Action Items:

1. Create a referral program that includes discounts for both businesses.
2. Design and print referral brochures to include in Tosh's product packages.
3. Set up a tracking system to monitor the effectiveness of the referral program.

Value: MEDIUM

MUTUAL BENEFIT

Tosh's Urban Garden !' Genuines Coaching & Consulting

Reasoning:

Both Tosh's Urban Garden and Genuines Coaching & Consulting serve health-conscious individuals and executives who are likely to appreciate natural wellness approaches. They do not compete directly, making referrals mutually beneficial.

Value Proposition:

By referring clients, Tosh's Urban Garden could potentially increase sales of herbal products by 15%, while Genuines Coaching could enhance its service offerings, increasing client satisfaction and retention.

Collaboration Example:

Tosh's Urban Garden could provide Genuines Coaching with samples of their herbal teas and tinctures to gift to clients during coaching sessions. For example, after a strategic planning workshop, Genuines could give attendees a curated wellness package, which could include a calming tea blend. This would enhance the perceived value of Genuines' services while promoting Tosh's products.

Synergy Potential:

This pairing is unique because it combines wellness with executive coaching, creating a holistic approach to leadership that integrates mental health and productivity—an increasingly sought-after combination in today's corporate landscape.

Action Items:

1. Schedule a meeting between Latachia Kins-Hunt and Reden Dionisio to discuss referral arrangements.
2. Develop a co-branded wellness package that includes Tosh's products for Genuines' clients.
3. Pilot a referral program where Genuines offers discounts on Tosh's products for their clients and vice versa.

Value: MEDIUM

MUTUAL BENEFIT

Genuines Coaching & Consulting !' Tosh's Urban Garden

Reasoning:

Genuines Coaching specializes in training and development for business leaders, which could incorporate wellness components from Tosh's Urban Garden to enhance their coaching sessions. This collaboration would provide added value to both businesses.

Value Proposition:

This collaboration could lead to a 10% increase in Genuines' client engagement, while boosting Tosh's brand exposure to a new audience, potentially increasing sales by 20% through direct workshops.

Collaboration Example:

Genuines could organize a leadership retreat that includes a health and wellness segment led by Tosh's Urban Garden, where participants learn about stress management through herbal remedies. Attendees would create their own herbal tea blends, fostering a memorable experience that ties back to the coaching content. This retreat could attract 30 executives, with a total package fee of \$15,000, splitting the revenue based on contributions.

Synergy Potential:

The synergy lies in integrating wellness practices into executive training—addressing the growing focus on mental health in the workplace and providing a unique offering that stands out from typical coaching programs.

Action Items:

- 1. Develop a retreat agenda that includes Tosh's wellness products and services as part of Genuines' offerings.
- 2. Create marketing materials highlighting the unique wellness component to attract participants.
- 3. Schedule a trial workshop to gauge interest and refine the collaborative offering.

Value: HIGH

MUTUAL BENEFIT
