

# BUSINESS RELATIONSHIP ANALYSIS

## Jamz Trainings !” Tosh’s Urban Garden

2 Relationships Identified

### BUSINESS PROFILES

#### Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports 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

85% conf

#### Tosh’s Urban Garden !’ Jamz Trainings

##### Reasoning:

Both Tosh’s Urban Garden and Jamz Trainings operate within the health and wellness industry, targeting health-conscious individuals. By collaborating, they can create unique wellness packages that combine herbal products with personal training sessions, appealing to a broader audience.

##### Value Proposition:

This collaboration could generate an estimated additional \$2,000 in revenue per month by attracting new clients who are interested in comprehensive health solutions.

##### Collaboration Example:

Tosh’s Urban Garden could partner with Jamz Trainings to offer a 'Wellness Weekend' event where participants enjoy a personal training session followed by a tasting of herbal teas and tinctures. Each participant pays \$50, and they could target 40 attendees, generating \$2,000 in revenue. Additionally, both businesses promote the event on their social media, increasing exposure.

##### Synergy Potential:

The combination of personal training and natural herbal products creates a holistic approach to health that neither business could achieve alone, making their offerings uniquely compelling in a market that increasingly values comprehensive wellness.

### Action Items:

1. Schedule a meeting between Latachia and James to brainstorm potential joint offerings.
2. Create a joint marketing plan for the 'Wellness Weekend' event, including social media promotions and email newsletters.
3. Develop a feedback system post-event to assess customer satisfaction and areas for improvement.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

75% conf

Jamz Trainings !' Tosh's Urban Garden

### Reasoning:

Jamz Trainings targets middle-aged recreational athletes who may be interested in natural health products to enhance their fitness journey. By referring clients to Tosh's Urban Garden for herbal products, they can provide a holistic solution without competing directly.

### Value Proposition:

By referring clients to each other, both businesses could see an increase in client acquisition, potentially adding 10 new clients per month per business, translating to an estimated \$1,000 in additional revenue for each.

### Collaboration Example:

As part of their personal training sessions, Jamz could introduce Tosh's Urban Garden products by offering samples after workouts. For example, after a tennis training session, they could provide a refreshing herbal tea from Tosh's, with promotional materials about how these products enhance recovery. Each new client referred could generate additional sales for Tosh's Urban Garden.

### Synergy Potential:

This referral relationship leverages Jamz's established client relationships to introduce Tosh's products in a practical, relatable manner, enhancing the customer experience while promoting natural health solutions.

### Action Items:

1. Create referral cards for Jamz trainers to hand out to clients featuring Tosh's products.
2. Set up a commission structure for referrals, incentivizing Jamz to promote Tosh's products.
3. Organize a monthly review to assess the effectiveness of the referral program and make adjustments as needed.

Value: MEDIUM

MUTUAL BENEFIT