

# BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Tosh's Urban Garden

2 Relationships Identified

## BUSINESS PROFILES

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### 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

Jazzi's Creations!" Tosh's Urban Garden

### Reasoning:

Jazzi's Creations and Tosh's Urban Garden can create a unique event that combines crafting with health and wellness. This collaboration offers a fun environment for attendees to learn about herbal products while engaging in DIY crafts, appealing to both businesses' target markets.

### Value Proposition:

By hosting joint workshops, Jazzi's can increase revenue from event fees, while Tosh's can expand their customer base and promote their products directly to a health-conscious audience.

### Collaboration Example:

Jazzi's Creations organizes a 'Wellness Craft Night' where participants can create personalized herbal tea kits while learning about the benefits of Tosh's herbal products. Both businesses charge a fee, splitting the \$2,000 revenue from 40 attendees. Jazzi gains craft material sales, and Tosh's promotes their products, leading to increased follow-up sales.

### Synergy Potential:

This pairing stands out because it uniquely merges creativity with holistic health, attracting customers interested in both crafting and wellness in a single experience, which is rarely offered in the Jacksonville area.

## Action Items:

1. Develop a joint marketing plan for the Wellness Craft Night targeting local health-conscious communities.
2. Create a list of potential venues that can accommodate a crafting event for 40 participants.
3. Set up a timeline for product sourcing from Tosh's Urban Garden and craft materials from Jazzi's Creations.

Value: HIGH

MUTUAL BENEFIT

## VENDOR 2/2

70% conf

Tosh's Urban Garden! Jazzi's Creations

### Reasoning:

Tosh's Urban Garden can supply herbal products to Jazzi's Creations for inclusion in their DIY craft kits or as part of personalized gift options, enhancing the offerings at Jazzi's Creations.

### Value Proposition:

This partnership allows Tosh's to penetrate a new market through Jazzi's customer base, while Jazzi's enhances their product variety, potentially increasing sales of craft kits and personalized gifts.

### Collaboration Example:

Tosh's supplies a selection of herbal tea blends for Jazzi's craft kits. For instance, a 'Tea & Craft' kit is launched that includes a DIY tea blend crafting session. Each kit sells for \$50, and with an initial batch of 100 kits, both businesses share the \$5,000 revenue.

### Synergy Potential:

This relationship is unique as it combines Jazzi's focus on creativity with Tosh's commitment to health, creating a product line that appeals to customers seeking both fun and wellness.

## Action Items:

1. Identify specific herbal products that can be included in Jazzi's crafting kits.
2. Create a pricing strategy that benefits both businesses while remaining attractive to customers.
3. Set a meeting to discuss logistics, product delivery, and marketing strategies for the new kits.

Value: MEDIUM

MUTUAL BENEFIT