

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

COLLABORATION 1/2

80% conf

Be Present Detalles!" WhitBits Cookies

Reasoning:

Be Present Detalles specializes in creating unique events and experiences, and WhitBits Cookies offers homemade cookies that can enhance those events. By collaborating, they can provide a comprehensive service for corporate events or private parties, increasing the value of both businesses.

Value Proposition:

By bundling event planning services with high-quality cookie catering, both businesses can attract more clients and potentially double their sales in event packages.

Collaboration Example:

For an upcoming corporate retreat, Be Present Detalles could plan a themed event and incorporate WhitBits Cookies as the exclusive dessert vendor. They could create a cookie decorating station where attendees personalize their cookies, creating an engaging experience. This event could generate \$3,000 in sales, with Be Present Detalles earning \$1,500 from planning and WhitBits earning \$1,500 from cookie sales.

Synergy Potential:

The uniqueness of this pairing lies in combining event planning with a delightful, interactive dessert experience, enhancing both the event's atmosphere and customer satisfaction. This type of collaboration can set them apart from typical catering services.

Action Items:

1. Schedule a meeting between De'Ana Aguas and Whitney Branch to discuss potential event themes and cookie offerings.
2. Create a joint marketing campaign showcasing the bundled services for corporate events.
3. Develop a promotional package for the first collaborative event, offering a discount to attract initial clients.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

WhitBits Cookies! Be Present Detalles

Reasoning:

WhitBits Cookies can supply their homemade cookies for events planned by Be Present Detalles, adding a unique touch to the events and enhancing the catering options available to clients.

Value Proposition:

This relationship allows Be Present Detalles to offer high-quality, homemade cookies that differentiate their events, potentially increasing their event package sales by 20%.

Collaboration Example:

For a wedding planned by Be Present Detalles, they could include a customized cookie favor from WhitBits Cookies, featuring the couple's names. This could lead to a sale of 200 cookies at \$2 each, generating an additional \$400 for Be Present Detalles and a significant order for WhitBits.

Synergy Potential:

The partnership enhances the overall client experience by combining event planning with gourmet treats, creating memorable experiences that cater specifically to busy professionals and couples looking for unique touches.

Action Items:

1. Develop a catalog of cookie options with pricing and presentation ideas for events.
2. Create a sample tasting event for Be Present Detalles' clients to showcase WhitBits cookies.
3. Establish a seamless order and delivery process to ensure timely availability of cookies for events.

Value: MEDIUM

MUTUAL BENEFIT