

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

The Collective Om

Contact: Ashlyn Schwartz
Industry: Health & Wellness
Holistic health services for individuals and small teams

COLLABORATION 1/2

75% conf

The Collective Om !' Simple Creations By T

Reasoning:

The Collective Om provides holistic health services that can be integrated with Simple Creations By T's custom gifts. Offering personalized wellness gift packages can attract clients from both businesses, enhancing customer experience and satisfaction.

Value Proposition:

By collaborating on wellness gift packages, both businesses can increase sales by tapping into each other's customer bases, potentially adding a \$1,000 revenue increase per month from combined offerings.

Collaboration Example:

The Collective Om could partner with Simple Creations By T to create a 'Wellness Gift Box' that includes a personalized journal, essential oils, and a voucher for a health consultation. They could launch this product for the upcoming holiday season, targeting businesses looking for unique employee gifts. Each sale could yield \$50, with a projected 20 boxes sold in the first month, generating \$1,000 in revenue for both.

Synergy Potential:

This partnership uniquely combines physical wellness products with holistic services, providing customers with a comprehensive health and well-being experience that neither could achieve alone.

Action Items:

1. Schedule a meeting to brainstorm product offerings and pricing for the Wellness Gift Box.
2. Create a marketing plan highlighting the benefits of the gift box for businesses during the holiday season.
3. Design promotional materials that include both brands for joint marketing efforts.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Simple Creations By T! The Collective Om

Reasoning:

Both businesses target individuals seeking personal growth and meaningful experiences, allowing for a natural referral relationship without competition. Simple Creations By T can refer clients looking for wellness services to The Collective Om.

Value Proposition:

By establishing a referral relationship, Simple Creations By T can enhance its service offerings while The Collective Om can gain access to new clients, potentially increasing customer acquisition by 10-15%.

Collaboration Example:

Simple Creations By T could include a referral card for The Collective Om with every customized gift order. For instance, when a customer orders a personalized gift for a friend, they receive a 10% off voucher for a health consultation at The Collective Om, driving new business to Ashlyn's practice.

Synergy Potential:

The pairing is special because it merges the concept of personal milestones with holistic health, allowing customers to celebrate significant moments while also focusing on their well-being.

Action Items:

1. Develop referral cards that include a special discount for The Collective Om's services to be included with Simple Creations By T's orders.
2. Set up a tracking system to monitor referrals and resulting new clients for both businesses.
3. Host a joint event where customers can experience both businesses' offerings firsthand.

Value: MEDIUM

MUTUAL BENEFIT