

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” Whit

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### COLLABORATION 1/2

85% conf

#### Celebrate & Smile International Steppers !” WhitBits Cookies

##### Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, which aligns well with WhitBits Cookies' target market of corporate professionals and event planners. By collaborating, they can create a unique experience for companies looking to enhance employee morale and engagement through fun activities.

##### Value Proposition:

This partnership could generate additional revenue through joint events, where both businesses can attract clients looking for team-building experiences, potentially earning \$1,000+ per event.

##### Collaboration Example:

Celebrate & Smile International Steppers could organize a 'Dance & Treats' event at a local corporate office, where employees participate in a fun dance session led by Tiffany, followed by a cookie tasting featuring WhitBits' gourmet cookies. If 50 employees attend and the company pays \$20 per head, the event could bring in \$1,000 for Celebrate & Smile, while WhitBits could gain exposure and sell additional cookie boxes for events.

##### Synergy Potential:

The unique pairing of dance and gourmet cookies creates an engaging multi-sensory experience that is not typically offered, making the collaboration stand out in the corporate wellness space.

### Action Items:

1. Schedule a meeting between Tiffany and Whitney to discuss potential event ideas and logistics.
2. Create a joint marketing plan targeting local businesses and corporate clients for the 'Dance & Treats' event.
3. Develop a promotional package that outlines the benefits and details of the collaboration to share with prospective clients.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### WhitBits Cookies!' Celebrate & Smile International Steppers

#### Reasoning:

WhitBits Cookies serves corporate professionals, which overlaps with Celebrate & Smile's target market of companies looking to enhance employee relations. By referring clients to each other, both businesses can expand their customer base without competing.

#### Value Proposition:

Through mutual referrals, both businesses can increase client contacts. For every five referrals made from WhitBits to Celebrate & Smile, they could receive a discount on cookies for their own corporate events, potentially saving 15-20% on catering costs.

#### Collaboration Example:

WhitBits could include a referral card in their cookie boxes for clients to try a dance class with Celebrate & Smile. For every corporate client that signs up for a dance workshop through this referral, WhitBits receives a 10% discount on orders, allowing them to engage employees in a fun way while promoting Celebrate & Smile's services.

#### Synergy Potential:

This referral relationship leverages WhitBits' established corporate clientele to introduce Celebrate & Smile's unique dance services, creating a win-win situation that enhances employee engagement across both businesses.

### Action Items:

1. Design referral cards to be included in cookie orders highlighting Celebrate & Smile's offerings.
2. Set up a tracking system to monitor referrals and corresponding discounts for WhitBits.
3. Host a joint promotional event where both businesses can introduce themselves to each other's customer bases.

Value: MEDIUM

MUTUAL BENEFIT