

BUSINESS RELATIONSHIP ANALYSIS

The Collective Om!" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

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

80% conf

Tosh's Urban Garden!" The Collective Om

Reasoning:

Tosh's Urban Garden and The Collective Om operate within the same health and wellness sector and target health-conscious individuals. Collaborating on events or workshops combining their services can enhance their visibility and attract a shared audience.

Value Proposition:

By hosting a joint wellness event, both businesses could attract up to 50 participants, generating approximately \$1,500 in ticket sales and potential future clients for both.

Collaboration Example:

Tosh's Urban Garden could provide a workshop on the benefits of herbal teas while The Collective Om offers a session on holistic health practices at a local community center. Participants pay \$30 each, and 50 attendees could result in \$1,500 revenue, with each business getting new leads for their services.

Synergy Potential:

This partnership uniquely combines Tosh's focus on natural herbal products with The Collective Om's holistic health services, creating a comprehensive wellness experience that appeals to their health-conscious clientele.

Action Items:

1. Schedule a planning meeting to outline workshop details and logistics.
2. Develop promotional materials highlighting the joint event to share on social media.
3. Set up an online registration platform to manage ticket sales and attendee information.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The Collective Om !' Tosh's Urban Garden

Reasoning:

Both businesses target health-conscious individuals, but they do not directly compete with each other. The Collective Om can refer clients interested in herbal products to Tosh's Urban Garden, enhancing the customer experience for their clients.

Value Proposition:

Referring 10 clients monthly could lead to \$500 in sales for Tosh's Urban Garden, while The Collective Om enhances its service offering and builds trust with its clients.

Collaboration Example:

The Collective Om can include Tosh's Urban Garden's products in their welcome packages for new clients. For example, every new client receives a sample pack of herbal teas, encouraging them to explore natural health options while also promoting Tosh's business directly.

Synergy Potential:

This referral relationship adds substantial value to clients of The Collective Om by providing them with tangible products that complement their holistic health journey, thereby enhancing the overall client experience.

Action Items:

1. Create a referral agreement outlining the terms and benefits for both businesses.
2. Design and produce sample packs of Tosh's products for The Collective Om's new clients.
3. Establish a tracking system to measure referral conversions and sales growth.

Value: MEDIUM

MUTUAL BENEFIT