

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !” To

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

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

Tosh's Urban Garden !” Soulfitness Studio Health and wellness center

Reasoning:

Tosh's Urban Garden and Soulfitness Studio both operate within the health and wellness industry, making them natural allies. By collaborating on workshops that highlight the benefits of natural herbal products alongside fitness and wellness routines, they can enhance their offerings and attract a broader audience.

Value Proposition:

By co-hosting wellness workshops, both businesses can increase foot traffic and sales by up to 30%, while also cross-promoting their products and services to each other's customer bases.

Collaboration Example:

Tosh's Urban Garden could partner with Soulfitness Studio to host a monthly 'Wellness Weekend' event, where participants engage in a fitness class followed by a tea tasting featuring Tosh's herbal teas. For example, they could charge \$25 per participant, with 50 attendees each month, generating \$1,250 in revenue for both businesses while promoting a healthy lifestyle and natural products.

Synergy Potential:

This pairing is unique because it combines fitness with natural wellness products, creating a holistic approach to health that neither business could achieve independently. Their shared commitment to eco-consciousness and alternative health further strengthens the collaboration.

Action Items:

1. Schedule a meeting between Latachia Kins-Hunt and Janice Curry to brainstorm potential workshop topics and logistics.
2. Develop a joint marketing plan to promote the 'Wellness Weekend' event via social media and email newsletters.
3. Create a feedback mechanism after the first event to assess customer satisfaction and areas for improvement to refine future offerings.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Soulfitness Studio Health and wellness center ! Tosh's Urban Garden

Reasoning:

Soulfitness Studio can source natural herbal products from Tosh's Urban Garden to enhance their health and wellness offerings. This could include herbal teas and tinctures that can be sold in their studio or provided as part of health packages for clients.

Value Proposition:

By purchasing herbal products from Tosh's Urban Garden, Soulfitness Studio can diversify their product range, potentially increasing their retail sales by 20% and enhancing their brand image as a holistic health provider.

Collaboration Example:

Soulfitness Studio could start offering a 'Wellness Package' that includes a monthly membership, a fitness class, and a selection of Tosh's herbal teas. For instance, if they sell 100 packages at \$60 each, they could generate \$6,000 in additional revenue, while Tosh's would benefit from the exposure and sales through this partnership.

Synergy Potential:

The combination of fitness services and natural herbal products creates a comprehensive health experience for clients, appealing to those who seek both physical and natural health solutions. This partnership emphasizes wellness in every aspect of the customer experience.

Action Items:

1. Contact Tosh's Urban Garden to discuss wholesale pricing on herbal products for resale.
2. Develop a promotional plan for the 'Wellness Package' featuring Tosh's products, including social media ads and in-studio signage.
3. Launch a trial period for the 'Wellness Package' to gauge customer interest and adjust offerings based on feedback.

Value: MEDIUM

MUTUAL BENEFIT