

BUSINESS RELATIONSHIP ANALYSIS

The P-Way Solutions LLC !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

COLLABORATION 1/2

85% conf

WhitBits Cookies !” The P-Way Solutions LLC

Reasoning:

WhitBits Cookies can provide homemade cookies for The P-Way Solutions' janitorial service clients during contract signings or business meetings. This adds a touch of hospitality that enhances the client experience and promotes P-Way's services.

Value Proposition:

By providing cookies at events, WhitBits can tap into the corporate market, potentially increasing sales by 20% during peak event seasons, while P-Way enhances its brand perception and client satisfaction.

Collaboration Example:

During a major contract signing with a local business, The P-Way Solutions invites WhitBits Cookies to supply a variety of homemade cookies for the meeting. As a result, attendees enjoy sweet treats while discussing the contract, creating a welcoming atmosphere. WhitBits sells \$300 worth of cookies, while P-Way solidifies a long-term relationship with the new client.

Synergy Potential:

This partnership is unique because it combines the personable touch of homemade cookies with the professional atmosphere of real estate contracts, enhancing client relationships in a way that typical janitorial services do not.

Action Items:

1. Schedule a meeting between Whitney and Pervis to brainstorm specific events where cookies could be served.
2. Develop a promotional package that includes cookie offerings for corporate events catered by P-Way.
3. Create a co-branded marketing campaign highlighting the partnership to attract new clients for both businesses.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' WhitBits Cookies

Reasoning:

The P-Way Solutions serves a similar target market of business professionals and could refer WhitBits to their clients for office events and snacks, creating a referral stream that benefits both businesses.

Value Proposition:

For every referral that results in a cookie order, WhitBits could offer a discount or commission to P-Way, incentivizing them to promote WhitBits actively.

Collaboration Example:

When The P-Way Solutions cleans a local corporate office, they mention WhitBits Cookies as a go-to option for office snacks. The office manager orders cookies for their upcoming meeting, resulting in a \$150 sale for WhitBits and a commission for P-Way.

Synergy Potential:

This relationship is unique because it leverages the existing trust P-Way has with corporate clients, seamlessly integrating WhitBits into their service offerings as a trusted vendor for office treats.

Action Items:

1. Create a referral agreement that outlines commissions for successful cookie orders.
2. Train P-Way staff on WhitBits offerings so they can effectively recommend them.
3. Set up a feedback loop to monitor referral success and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT