

# BUSINESS RELATIONSHIP ANALYSIS

## MyahnArt LLC !” Tosh’s Urban Garden

2 Relationships Identified

### BUSINESS PROFILES

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

#### 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

75% conf

Tosh’s Urban Garden !” MyahnArt LLC

#### Reasoning:

Tosh’s Urban Garden can leverage MyahnArt’s creative services to enhance its branding and customer experience through visually appealing murals and event aesthetics. This collaboration would allow Tosh’s to host events that highlight their products in a vibrant, artistic setting while also promoting MyahnArt’s services.

#### Value Proposition:

By collaborating on pop-up events, both businesses could attract new customers, potentially increasing sales by 30% during these events and enhancing brand visibility.

#### Collaboration Example:

Tosh’s Urban Garden could host a monthly wellness event where MyahnArt creates a stunning mural that reflects the theme of natural healing. During this event, attendees could sample Tosh’s herbal products while enjoying live painting, with a portion of sales from the event going to both businesses. This creates a vibrant community experience, increases foot traffic, and boosts sales for both companies.

#### Synergy Potential:

This partnership uniquely combines health and wellness with artistic expression, appealing to eco-conscious consumers who value both aesthetics and natural products. The blend of art and herbal wellness creates a memorable experience that stands out in the local market.

### Action Items:

1. Set a date for the first collaborative wellness event.
2. Develop a marketing plan together to promote the event through social media and local channels.
3. Create a budget that outlines shared costs and revenue splits from product sales during the event.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

MyahnArt LLC | Tosh's Urban Garden

### Reasoning:

Both businesses cater to health-conscious individuals, where MyahnArt can refer clients looking for natural wellness products to Tosh's Urban Garden. This mutual referral can enhance customer experience for both businesses without direct competition.

### Value Proposition:

By referring clients, MyahnArt could increase customer satisfaction and loyalty, while Tosh's could see a 20% increase in foot traffic from new customers seeking natural health options.

### Collaboration Example:

MyahnArt could include a flyer for Tosh's Urban Garden in all outgoing orders for custom artwork. Additionally, at events where MyahnArt provides live painting, they can showcase a selection of Tosh's herbal teas, offering them as refreshments. This not only elevates the customer experience but also drives referrals between the two businesses.

### Synergy Potential:

The combination of artistic services and natural wellness products creates a unique lifestyle brand experience that resonates deeply with the target audience of both companies, enhancing customer engagement.

### Action Items:

1. Create promotional materials that highlight the referral benefits for customers.
2. Establish a referral tracking system to measure the effectiveness of the partnership.
3. Schedule a quarterly review to assess the referral process and make adjustments as needed.

Value: MEDIUM

MUTUAL BENEFIT