

# BUSINESS RELATIONSHIP ANALYSIS

## Organize Design Create!" WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### COLLABORATION 1/2

85% conf

#### WhitBits Cookies!" Organize Design Create

##### Reasoning:

WhitBits Cookies can supply homemade cookies for events organized by Organize Design Create, which caters to corporate clients and entrepreneurs. This collaboration enhances the event experience for attendees and provides additional revenue to WhitBits.

##### Value Proposition:

By partnering with Organize Design Create for events, WhitBits can increase sales by approximately 20% during event months due to bulk orders, while Organize Design Create can enhance their service offering, attracting more clients.

##### Collaboration Example:

WhitBits Cookies provides a selection of their best-selling cookies for a marketing launch event organized by Organize Design Create for a local startup. Attendees enjoy the cookies while networking, promoting a memorable experience that the startup can use in its marketing efforts. WhitBits earns \$600 from a bulk order and gains exposure through the event's social media posts.

##### Synergy Potential:

This partnership is unique because it combines the personal touch of homemade cookies with high-impact marketing events, creating a delightful atmosphere that encourages networking and client engagement.

**Action Items:**

1. Schedule a meeting between Whitney Branch and Victoria Price to discuss event dates and cookie options.
2. Create a promotional package that includes cookie samples for upcoming events.
3. Develop a co-branded social media campaign to promote the events featuring WhitBits cookies.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

**Organize Design Create !' WhitBits Cookies****Reasoning:**

Organize Design Create can refer clients who are planning events to WhitBits Cookies for catering their dessert needs. This referral enhances client satisfaction and builds a network of reliable vendors.

**Value Proposition:**

For every referral made to WhitBits, Organize Design Create could establish a commission structure, potentially earning 10% on cookie sales, while WhitBits gains access to a steady stream of corporate clients.

**Collaboration Example:**

During a client consultation, Victoria Price identifies a startup client planning a product launch. She recommends WhitBits Cookies for their dessert needs, providing the client with a specific quote. As a result, WhitBits receives an order worth \$800, and Organize Design Create earns a \$80 commission.

**Synergy Potential:**

The partnership uniquely aligns both businesses with the corporate event market, where high-quality catering can significantly enhance client experiences, thus creating a stronger referral network for both.

**Action Items:**

1. Develop a referral agreement outlining commission terms between both businesses.
2. Create a shared Google document for tracking referrals and follow-ups.
3. Host a joint promotional event to showcase both services to potential corporate clients.

Value: MEDIUM

MUTUAL BENEFIT