

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

REFERRAL 1/2

75% conf

WhitBits Cookies !” The P-Way Solutions LLC

Reasoning:

WhitBits Cookies targets corporate professionals and event planners, while The P-Way Solutions LLC serves small businesses and contracts in the commercial space. They can refer clients to each other without competing for the same market.

Value Proposition:

WhitBits could increase its customer base through referrals from The P-Way, potentially generating an additional \$1,000/month in cookie sales. Meanwhile, The P-Way could gain access to corporate event planners seeking janitorial services for events.

Collaboration Example:

WhitBits Cookies could provide a batch of cookies for a networking event organized by The P-Way Solutions. As part of the event, The P-Way could introduce WhitBits to their clients and partners, creating a direct channel for referrals. If 10 businesses from the event place orders, WhitBits could generate \$800 in sales while The P-Way enhances their service offering.

Synergy Potential:

The combination of homemade cookies and commercial janitorial services creates an appealing package for corporate events, enhancing the overall experience for attendees and making both businesses stand out in their respective fields.

Action Items:

1. Arrange a meeting between Whitney Branch and Pervis Lowman to discuss referral opportunities.
2. Create a promotional flyer highlighting both businesses to distribute at networking events.
3. Plan a joint event showcasing both WhitBits cookies and The P-Way's services, targeting corporate clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' WhitBits Cookies

Reasoning:

The P-Way Solutions LLC has access to local businesses that may require catering services for meetings and events, making it beneficial for them to refer WhitBits Cookies for those needs.

Value Proposition:

The P-Way could refer WhitBits to their commercial clients for events, potentially increasing WhitBits' sales by \$500/month, while also providing additional value to their clients.

Collaboration Example:

During a quarterly clean-up of a corporate office, The P-Way can recommend WhitBits Cookies to the office manager for an upcoming staff meeting. If the office manager orders cookies for 50 employees at \$10 each, that results in a \$500 order for WhitBits, solidifying The P-Way's role as a service partner.

Synergy Potential:

This relationship uniquely positions both businesses to enhance client satisfaction: WhitBits provides a delightful treat for corporate events, while The P-Way adds value through their cleaning services and referrals.

Action Items:

1. Pervis Lowman to compile a list of clients who host events and share this with Whitney Branch.
2. Develop a referral program where The P-Way receives a discount on WhitBits for every successful referral.
3. Create a joint marketing piece that highlights the collaboration on social media.

Value: MEDIUM

MUTUAL BENEFIT