

BUSINESS RELATIONSHIP ANALYSIS

Jamz Trainings !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

Jamz Trainings !” WhitBits Cookies

Reasoning:

Both Jamz Trainings and WhitBits Cookies target professionals within the Jacksonville area, though they cater to different segments. By referring clients to each other, they can expand their reach and enhance their service offerings without direct competition.

Value Proposition:

This could lead to an estimated 20% increase in client referrals for both businesses, enhancing exposure and potentially generating additional revenue streams.

Collaboration Example:

Jamz Trainings could provide a 'Post-Workout Refuel' package that includes a voucher for WhitBits Cookies, promoting their cookies as a nutritious post-training snack. In return, WhitBits could include a flyer about Jamz Trainings in their cookie delivery to corporate clients. This dual referral system would create a network of health-conscious cookie lovers and increase both businesses' customer bases.

Synergy Potential:

The unique synergy lies in the health angle; promoting healthy eating habits post-exercise while indulging in homemade cookies creates a balanced offering that appeals to health-conscious consumers.

Action Items:

1. Set up a referral agreement outlining the terms of client referrals and promotional strategies.
2. Design a co-branded flyer that emphasizes the benefits of both businesses and includes special offers.
3. Schedule a joint marketing campaign to launch the referral program within the next month.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

WhitBits Cookies !' Jamz Trainings

Reasoning:

WhitBits Cookies could supply cookies for events hosted by Jamz Trainings, such as health workshops or fitness classes, enhancing the experience for attendees and providing a unique snack option.

Value Proposition:

By incorporating WhitBits Cookies into their events, Jamz Trainings could attract more clients to their workshops, potentially increasing attendance by 30% and creating additional revenue opportunities.

Collaboration Example:

For an upcoming fitness workshop, Jamz Trainings could order 100 cookies from WhitBits to serve as energy-boosting snacks. Each participant receives a cookie along with a health-focused brochure from Jamz, which could encourage sign-ups for future training sessions. This not only satisfies attendees but also promotes Jamz's offerings effectively.

Synergy Potential:

The pairing of fitness and indulgence is unique, as it allows Jamz to create a welcoming atmosphere that balances health and enjoyment, making their events more appealing.

Action Items:

1. Discuss cookie flavors and quantities for upcoming events to ensure they align with the health-focused theme.
2. Create a feedback form to gather participant opinions on cookie offerings to refine future orders.
3. Develop a pricing agreement for bulk orders to optimize costs for Jamz Trainings.

Value: MEDIUM

MUTUAL BENEFIT