

# BUSINESS RELATIONSHIP ANALYSIS

## IV Creative !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### REFERRAL 1/2

75% conf

## IV Creative !” WhitBits Cookies

#### Reasoning:

Both businesses target local professionals and event planners in Jacksonville. IV Creative can refer WhitBits Cookies to their clients who are organizing events and may need catering services, such as cookies for corporate meetings or parties.

#### Value Proposition:

IV Creative can enhance its service offerings by providing clients with high-quality cookie options, leading to increased client satisfaction and repeat business, while WhitBits can expand its customer base through referrals.

#### Collaboration Example:

IV Creative refers WhitBits Cookies to a local event planner who is organizing a corporate event for a tech company. This planner needs catering services, and IV Creative suggests WhitBits for gourmet cookies. The planner orders 300 cookies, generating \$600 for WhitBits, while IV Creative enhances its reputation as a go-to resource for event planning.

#### Synergy Potential:

The unique synergy lies in their complementary offerings; IV Creative provides the marketing expertise and client connections, while WhitBits delivers a tangible product that enhances events, creating a seamless customer experience.

**Action Items:**

1. Create a referral agreement outlining benefits for both parties.
2. Develop a joint marketing flyer featuring both businesses to distribute to local event planners.
3. Schedule a meeting to discuss potential future collaborations and cross-promotions.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

WhitBits Cookies !' IV Creative

**Reasoning:**

WhitBits Cookies can provide cookies for events that IV Creative organizes or promotes for its clients. This relationship allows IV Creative to offer a complete package of marketing and event services.

**Value Proposition:**

By partnering with WhitBits, IV Creative can provide more comprehensive event services that include catering, potentially increasing project fees by 20-30% for events that require food services.

**Collaboration Example:**

When IV Creative organizes a launch event for a local business, they partner with WhitBits Cookies to provide dessert catering. WhitBits produces a custom cookie design featuring the client's logo, making the event memorable. IV Creative charges the client \$2,000 for event coordination, while WhitBits earns \$500 for cookie orders.

**Synergy Potential:**

This pairing is unique because it combines marketing and design expertise with culinary creativity, allowing for distinctive branding opportunities that enhance both businesses' visibility.

**Action Items:**

1. Set up a meeting to discuss pricing and logistics for cookie orders for future events.
2. Develop promotional materials featuring WhitBits Cookies as the preferred vendor for IV Creative's clients.
3. Create a co-branded event package that includes both marketing services and cookie offerings.

Value: HIGH

MUTUAL BENEFIT