

# BUSINESS RELATIONSHIP ANALYSIS

## Tosh's Urban Garden!" flow

2 Relationships Identified

### BUSINESS PROFILES

#### 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 .

#### flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

### PARTNER 1/2

75% conf

flow !' Tosh's Urban Garden

#### Reasoning:

flow's coaching services can enhance the well-being of Tosh's Urban Garden's clients, creating a holistic health experience. By partnering, they can offer combined packages that promote both mental and physical health.

#### Value Proposition:

By creating joint marketing packages, both businesses can attract a broader audience, potentially increasing revenue by 30% through shared customer bases and cross-promotions.

#### Collaboration Example:

flow could develop a 'Wellness Week' event in collaboration with Tosh's Urban Garden, where participants engage in daily coaching sessions led by Miguel and receive herbal tea samples and workshops from Latachia. This event could draw in 50 participants at \$100 each, generating \$5,000 in revenue while enhancing brand visibility for both businesses.

#### Synergy Potential:

This partnership is unique because it combines mental well-being with physical health, addressing the growing trend of holistic health among eco-conscious consumers. The collaboration taps into both businesses' strengths to create a comprehensive wellness experience.

**Action Items:**

1. Schedule a meeting between Miguel and Latachia to discuss potential event ideas and target audience.
2. Create a joint marketing strategy that highlights the benefits of combining coaching with natural products.
3. Develop promotional materials and a timeline for the 'Wellness Week' event to ensure effective outreach.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Tosh's Urban Garden !' flow

**Reasoning:**

Tosh's Urban Garden serves health-conscious individuals who may benefit from flow's coaching services. Referring clients to each other can provide additional value without direct competition.

**Value Proposition:**

By referring each other's services, both businesses can enhance customer satisfaction and potentially increase their client base by 20% through cross-referrals.

**Collaboration Example:**

Tosh's Urban Garden can include flyers for flow's coaching services in their product shipments or at their retail location, suggesting that customers looking for holistic health improvement consider coaching as part of their wellness journey. This could lead to an estimated 10 new coaching clients per month for flow.

**Synergy Potential:**

This referral relationship leverages the complementary nature of their services, allowing both businesses to capitalize on their customer interactions without competing for the same market share.

**Action Items:**

1. Develop referral materials that clearly outline the benefits of coaching and how it complements herbal health products.
2. Train staff at Tosh's Urban Garden to introduce flow's services during customer interactions.
3. Coordinate a monthly review to assess referral effectiveness and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT