

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles !" WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

#### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

### COLLABORATION 1/2

80% conf

## Be Present Detalles !" WhitBits Cookies

#### Reasoning:

Be Present Detalles specializes in creating unique events and experiences, and WhitBits Cookies offers homemade cookies that can enhance those events. By collaborating, they can provide a comprehensive service for corporate events or private parties, increasing the value of both businesses.

#### Value Proposition:

By bundling event planning services with high-quality cookie catering, both businesses can attract more clients and potentially double their sales in event packages.

#### Collaboration Example:

For an upcoming corporate retreat, Be Present Detalles could plan a themed event and incorporate WhitBits Cookies as the exclusive dessert vendor. They could create a cookie decorating station where attendees personalize their cookies, creating an engaging experience. This event could generate \$3,000 in sales, with Be Present Detalles earning \$1,500 from planning and WhitBits earning \$1,500 from cookie sales.

#### Synergy Potential:

The uniqueness of this pairing lies in combining event planning with a delightful, interactive dessert experience, enhancing both the event's atmosphere and customer satisfaction. This type of collaboration can set them apart from typical catering services.

**Action Items:**

1. Schedule a meeting between De'Ana Aguas and Whitney Branch to discuss potential event themes and cookie offerings.
2. Create a joint marketing campaign showcasing the bundled services for corporate events.
3. Develop a promotional package for the first collaborative event, offering a discount to attract initial clients.

Value: HIGH

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

**WhitBits Cookies!' Be Present Detalles****Reasoning:**

WhitBits Cookies can supply their homemade cookies for events planned by Be Present Detalles, adding a unique touch to the events and enhancing the catering options available to clients.

**Value Proposition:**

This relationship allows Be Present Detalles to offer high-quality, homemade cookies that differentiate their events, potentially increasing their event package sales by 20%.

**Collaboration Example:**

For a wedding planned by Be Present Detalles, they could include a customized cookie favor from WhitBits Cookies, featuring the couple's names. This could lead to a sale of 200 cookies at \$2 each, generating an additional \$400 for Be Present Detalles and a significant order for WhitBits.

**Synergy Potential:**

The partnership enhances the overall client experience by combining event planning with gourmet treats, creating memorable experiences that cater specifically to busy professionals and couples looking for unique touches.

**Action Items:**

1. Develop a catalog of cookie options with pricing and presentation ideas for events.
2. Create a sample tasting event for Be Present Detalles' clients to showcase WhitBits cookies.
3. Establish a seamless order and delivery process to ensure timely availability of cookies for events.

Value: MEDIUM

MUTUAL BENEFIT