

# BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !

2 Relationships Identified

## BUSINESS PROFILES

### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

## COLLABORATION 1/2

85% conf

WhitBits Cookies !' Soulfitness Studio Health and wellness center

### Reasoning:

WhitBits Cookies can provide homemade cookies for events hosted by Soulfitness Studio, enhancing the wellness experience with healthy, delicious treats. This collaboration appeals to both businesses' target markets—corporate professionals and health-conscious individuals.

### Value Proposition:

By supplying cookies for Soulfitness events, WhitBits can increase sales by 20% during the collaboration, while Soulfitness can attract more participants to their wellness retreats by offering unique, homemade snacks.

### Collaboration Example:

WhitBits Cookies supplies a variety of healthy cookie options for Soulfitness's upcoming 'Wellness Weekend Retreat.' Participants enjoy freshly baked cookies during nutrition workshops, elevating their experience. WhitBits charges \$500 for 200 cookies, while Soulfitness attracts 50 new clients, boosting membership sign-ups by 15% in the following month.

### Synergy Potential:

This partnership uniquely combines health and indulgence, appealing to those who want to enjoy treats without the guilt, distinguishing it from other health-focused offerings in the market.

**Action Items:**

1. Schedule a meeting between Whitney and Janice to discuss the wellness retreat and cookie options.
2. Create a promotional plan highlighting the collaboration on social media and email newsletters.
3. Develop a cookie menu that aligns with health trends, such as gluten-free or protein-enriched options.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Soulfitness Studio Health and wellness center! WhitBits Cookies

**Reasoning:**

Soulfitness Studio could refer clients who are planning corporate wellness events to WhitBits Cookies, as healthy snacks are often a part of these events. This would allow both businesses to tap into each other's client bases.

**Value Proposition:**

Soulfitness can earn a referral fee of 10% for every order referred to WhitBits, while WhitBits gains exposure to new corporate clients, potentially increasing their sales by 15%.

**Collaboration Example:**

After a health workshop, Soulfitness's instructors recommend WhitBits to corporate clients looking for catering for their office events, generating an average of three new orders per month for WhitBits, translating into an additional \$1,500 in revenue.

**Synergy Potential:**

The unique synergy arises from the alignment of health and corporate service needs, where both businesses can enhance their offerings while supporting their clients' well-being.

**Action Items:**

1. Develop a referral agreement outlining the commission structure.
2. Create co-branded marketing materials to be shared at Soulfitness events.
3. Train Soulfitness staff to promote WhitBits during client interactions.

Value: MEDIUM

MUTUAL BENEFIT