

# BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create!" WhitBits Cookies

2 Relationships Identified

## BUSINESS PROFILES

### Organize Design Create

Contact: Victoria Price  
Industry: Marketing & Design  
Marketing for entrepreneurs, non-profits, and small businesses.

### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

REFERRAL 1/2

80% conf

WhitBits Cookies!" Organize Design Create

#### Reasoning:

WhitBits Cookies targets corporate professionals and event planners, similar to the clientele of Organize Design Create. Both businesses cater to professionals who may require catering and marketing for events, making referrals a logical exchange.

#### Value Proposition:

By referring each other, both businesses can tap into new clients, potentially increasing revenue by 20% through cross-promotion.

#### Collaboration Example:

WhitBits Cookies can provide a package of homemade cookies for events organized by Organize Design Create. For instance, when Organize Design Create hosts a launch event for a startup client, they can include a cookie platter from WhitBits as part of their catering offer. This not only enhances the event experience but also allows both businesses to showcase their services to new potential clients.

#### Synergy Potential:

The unique pairing lies in the alignment of their target markets—professional events where both marketing and catering are crucial. This collaboration can create a holistic service package that elevates client experiences.

### Action Items:

1. WhitBits Cookies creates a referral program offering a discount for clients referred by Organize Design Create.
2. Organize Design Create includes WhitBits Cookies in their event marketing materials as a preferred vendor.
3. Both businesses schedule a joint networking event to showcase their services to potential clients.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

70% conf

Organize Design Create! WhitBits Cookies

### Reasoning:

Organize Design Create can enhance their service offerings by including WhitBits Cookies as a catering option for their clients' events, providing a distinctive touch to their marketing initiatives.

### Value Proposition:

By incorporating WhitBits Cookies into their event packages, Organize Design Create can increase their service value and potentially charge higher fees, improving their bottom line by an estimated 15%.

### Collaboration Example:

For an upcoming client event, Organize Design Create can design a promotional campaign that features WhitBits Cookies as a highlight. They can create branded cookie boxes for the event, showcasing the client's brand alongside delicious treats. This not only impresses attendees but also creates a memorable experience, leading to client satisfaction and potential referrals.

### Synergy Potential:

The partnership leverages Organize Design Create's marketing expertise and WhitBits Cookies' unique homemade products, creating tailored experiences that resonate with corporate audiences. This synergy makes their offerings stand out in a competitive market.

### Action Items:

1. Organize Design Create reaches out to WhitBits Cookies to discuss potential catering options for their upcoming events.
2. Develop a joint marketing campaign featuring cookie-themed branding for specific client events.
3. Organize a tasting event where Organize Design Create showcases WhitBits Cookies to potential clients, highlighting the collaborative offerings.

Value: MEDIUM

MUTUAL BENEFIT