

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

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 .

COLLABORATION 1/2

80% conf

Tosh's Urban Garden!" Be Present Detalles

Reasoning:

Tosh's Urban Garden could provide natural herbal product samples for Be Present Detalles' events, enhancing the experience for guests who value health and wellness. This collaboration aligns well, as both businesses aim to appeal to health-conscious and eco-friendly individuals.

Value Proposition:

By integrating Tosh's products into Be Present's events, there is potential for increased sales through product placements, potentially boosting revenue by 20% per event as attendees purchase items they sample.

Collaboration Example:

For an upcoming wellness retreat hosted by Be Present Detalles, Tosh's Urban Garden could supply a curated selection of herbal teas and tinctures for participants to enjoy. Each attendee could receive a complimentary tea sample during a guided relaxation session, encouraging them to purchase the products afterward. Be Present could charge \$100 per attendee for the retreat, with Tosh's receiving a \$500 order for tea, benefiting both businesses financially and enhancing the retreat's value.

Synergy Potential:

This partnership is unique because it combines the experiential focus of Be Present with the health-driven ethos of Tosh's, creating a distinctive offering that attracts a niche market of health-conscious event-goers.

Action Items:

1. Schedule a meeting between Latachia Kins-Hunt and De'Ana Aguas to discuss the upcoming events and product offerings.
2. Create a joint marketing strategy that promotes the collaboration through social media and email newsletters.
3. Develop a feedback loop post-event to measure the sales impact and attendee satisfaction with the herbal products.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Be Present Detalles !' Tosh's Urban Garden

Reasoning:

Be Present Detalles often serves busy professionals who may be interested in health and wellness products. Referring these clients to Tosh's Urban Garden can enhance Be Present's value proposition while providing Tosh's with access to a new audience.

Value Proposition:

By referring clients to Tosh's, Be Present can receive a referral fee, potentially increasing their revenue by 15% per sale they facilitate.

Collaboration Example:

At Be Present's next corporate event, they can include a small brochure featuring Tosh's Urban Garden products. If attendees purchase from Tosh's through the referral, Be Present could earn a 10% commission on each sale, creating a win-win scenario.

Synergy Potential:

This relationship is special because it allows Be Present to enhance their client offerings with wellness-focused products, creating a holistic experience that aligns perfectly with the needs of their health-conscious clientele.

Action Items:

1. Develop a referral agreement where Be Present can earn commissions on sales referred to Tosh's.
2. Create promotional materials that Be Present can distribute at their events highlighting Tosh's products.
3. Set up a tracking system to monitor the success of referrals and adjust the strategy as needed.

Value: MEDIUM

MUTUAL BENEFIT