

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself! WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

COLLABORATION 1/2

80% conf

WhitBits Cookies! Alys Always Love Yourself

Reasoning:

WhitBits Cookies can provide cookies for beauty events or workshops organized by Alys Always Love Yourself, enhancing the customer experience with delicious treats. This partnership can also attract more attendees to Alys's events, creating a win-win situation.

Value Proposition:

By collaborating on events, both businesses can increase their customer base, with an estimated potential revenue increase of 20% during events due to combined marketing efforts.

Collaboration Example:

WhitBits Cookies could supply a variety of cookies for Alys's upcoming skincare workshop targeting mature women. As part of the event, attendees could enjoy cookies while learning about skincare, creating a welcoming atmosphere. Alys could offer a special discount on skincare products purchased at the event, increasing product sales and cross-promoting both brands.

Synergy Potential:

The unique pairing of homemade cookies and skincare products creates a delightful experience that enhances customer engagement, making the event memorable and encouraging repeat business.

Action Items:

1. Schedule a meeting to discuss potential event dates and themes.
2. Create a promotional plan that includes social media advertising highlighting the event.
3. Design an attractive package that includes cookies and skincare samples for attendees.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

ALYS Always Love Yourself! WhitBits Cookies

Reasoning:

ALYS Always Love Yourself targets mature women, a demographic that overlaps with the clientele of WhitBits Cookies, particularly those seeking corporate gifts or event catering. This can lead to mutual referrals without direct competition.

Value Proposition:

ALYS can refer clients looking for corporate gifts to WhitBits, potentially generating an additional 15% revenue from new orders during peak gifting seasons.

Collaboration Example:

When ALYS receives inquiries from clients interested in corporate gifting options for events, they can recommend WhitBits Cookies as a go-to option for delicious and customizable cookie gift boxes. This arrangement can lead to WhitBits securing new corporate clients and ALYS earning a referral bonus for each referred sale.

Synergy Potential:

The combination of skincare and cookies creates a unique gifting option that appeals to clients looking for thoughtful and personalized gifts, enhancing both brands' market offerings.

Action Items:

1. Develop a referral program with clear incentives for ALYS to refer clients to WhitBits.
2. Create joint marketing materials showcasing both brands for distribution among ALYS's customer base.
3. Host a small tasting event where ALYS clients can sample WhitBits products and learn about gifting options.

Value: MEDIUM

MUTUAL BENEFIT