

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

COLLABORATION 1/2

85% conf

WhitBits Cookies !” Complete Renewal LLC

Reasoning:

WhitBits Cookies could enhance Complete Renewal's wellness events by providing a selection of healthy, homemade cookies. This collaboration would attract more attendees and create a holistic event experience that aligns with health-conscious values.

Value Proposition:

This partnership could increase event attendance by 30%, leading to higher sales for both businesses and potential new customers for WhitBits in the health and wellness sector.

Collaboration Example:

WhitBits Cookies could supply a range of organic, low-sugar cookies for Complete Renewal's next 'On-the-Go Spa' event. As part of the event, each participant receives a cookie paired with a skincare consultation, creating a memorable experience. If 100 women attend, WhitBits could see sales of \$1,000, while Complete Renewal benefits from increased engagement and potential new clientele.

Synergy Potential:

The unique synergy arises from both businesses targeting health-conscious women; by collaborating, they can create a more appealing, integrated experience that promotes wellness in a fun, indulgent way.

Action Items:

1. Schedule a meeting between Whitney and Nadege to discuss collaboration details.
2. Develop a menu of cookie options that align with Complete Renewal's health ethos.
3. Plan the logistics for cookie supply at the next 'On-the-Go Spa' event.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Complete Renewal LLC !' WhitBits Cookies**Reasoning:**

Complete Renewal's target market of health-conscious minority women often seeks unique catering options for events. Referring WhitBits Cookies for corporate events or personal celebrations would provide a high-quality, healthy dessert option for clients.

Value Proposition:

By referring clients to WhitBits, Complete Renewal could earn a referral fee of 10% on every order placed through their recommendation, potentially generating an additional revenue stream.

Collaboration Example:

At a wellness workshop, Complete Renewal can introduce WhitBits Cookies as their recommended caterer. If 50 attendees order cookies for an upcoming event, WhitBits could gain \$500 in sales, while Complete Renewal earns \$50 in referral fees.

Synergy Potential:

Both businesses share a commitment to health and wellness, making referrals feel authentic and trustworthy, enhancing the credibility of both brands in their respective markets.

Action Items:

1. Create a referral agreement outlining commission rates and terms.
2. Develop marketing materials featuring WhitBits Cookies to include in Complete Renewal's workshops.
3. Host a joint event to showcase both businesses' offerings and promote the referral partnership.

Value: MEDIUM

MUTUAL BENEFIT