

# BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” WhitBits Cookies

2 Relationships Identified

## BUSINESS PROFILES

### Bluebird Health Partners

Contact: Cary Hendricks  
Industry: Technology  
Healthcare Strategy Execution Consulting

### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

REFERRAL 1/2

75% conf

Bluebird Health Partners !” WhitBits Cookies

#### Reasoning:

Both businesses target healthcare-related audiences. Bluebird Health Partners provides consulting services that can help healthcare solution providers, while WhitBits Cookies targets corporate professionals, including medical staff and office managers. This overlap allows for mutual referrals.

#### Value Proposition:

Increased client base through shared referrals, potentially increasing revenue by 15-20% for both businesses as they tap into each other's networks.

#### Collaboration Example:

Cary Hendricks at Bluebird Health Partners could refer WhitBits Cookies to healthcare conferences and corporate health events they consult for, where attendees seek catering options. Whitney Branch could provide a discount for bulk orders, allowing Bluebird to offer exclusive catering suggestions to their clients, strengthening their consulting relationships.

#### Synergy Potential:

The unique pairing of a consulting firm and a homemade cookie business allows for a personalized touch in healthcare events, enhancing client experiences with tailored catering solutions that resonate well with the medical community.

**Action Items:**

1. Set up a meeting between Cary and Whitney to discuss referral opportunities.
2. Create a referral program that includes incentives for both businesses.
3. Develop a co-branded marketing flyer highlighting the partnership and shared services.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

65% conf

WhitBits Cookies / Bluebird Health Partners

**Reasoning:**

WhitBits Cookies can provide catering services for Bluebird Health Partners' corporate clients during workshops and strategy meetings. This adds value to Bluebird's offerings while providing a steady stream of business for WhitBits.

**Value Proposition:**

WhitBits could generate an additional 10% revenue from recurring orders for corporate events, while Bluebird enhances their consulting packages with quality catering, making them more attractive to potential clients.

**Collaboration Example:**

During a quarterly strategy session hosted by Bluebird, Whitney could provide a beautifully arranged cookie platter that aligns with the meeting's healthcare theme. This not only makes the session more enjoyable and memorable but also positions WhitBits as a go-to vendor for future events, leading to consistent orders.

**Synergy Potential:**

The combination of strategic consulting and catering creates memorable client interactions, enhancing the consulting experience with thoughtful refreshments that reflect the values of both businesses.

**Action Items:**

1. Schedule a tasting session with Cary and the Bluebird team to showcase cookie offerings.
2. Draft a catering menu specifically tailored for healthcare events.
3. Establish a feedback loop post-events to refine offerings based on client reactions.

Value: MEDIUM

MUTUAL BENEFIT