

# BUSINESS RELATIONSHIP ANALYSIS

## WhitBits Cookies!" flow

2 Relationships Identified

### BUSINESS PROFILES

#### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

#### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

### REFERRAL 1/2

80% conf

flow!" WhitBits Cookies

#### Reasoning:

Both businesses target professionals, albeit in different capacities. Flow's coaching services can appeal to corporate professionals who might also enjoy WhitBits' homemade cookies during team meetings or events. This creates a natural referral opportunity.

#### Value Proposition:

By referring clients to each other, both businesses can enhance their service offerings, potentially increasing their customer bases by 20-30%.

#### Collaboration Example:

Flow can recommend WhitBits cookies as a go-to treat during its coaching sessions for corporate clients. For instance, during a workshop with a local company, Flow suggests providing WhitBits cookies for a mid-session refreshment, leading to a direct referral and a potential order of \$200 worth of cookies.

#### Synergy Potential:

The combination of coaching and gourmet cookies creates a unique offering that enhances workplace environments, making employee engagement more enjoyable. This pairing is special because it combines personal development with tangible rewards, creating a more holistic approach to corporate wellness.

### Action Items:

1. Flow should create a curated list of local vendors, including WhitBits, to provide value to clients.
2. WhitBits should offer a special discount for referrals from Flow to encourage new orders.
3. Both businesses can host a joint event where Flow conducts a free coaching session and WhitBits supplies cookies, showcasing both services.

Value: MEDIUM

MUTUAL BENEFIT

### VENDOR 2/2

70% conf

WhitBits Cookies! flow

### Reasoning:

WhitBits can supply cookies for Flow's coaching sessions or corporate events. This vendor relationship can provide Flow with a sweet treat option that enhances their service offering.

### Value Proposition:

WhitBits could provide bulk cookie orders to Flow at a discounted rate, potentially leading to a 15% increase in Flow's event revenue as they can now offer a more appealing coaching experience.

### Collaboration Example:

Flow can order a batch of 100 assorted cookies from WhitBits for its upcoming corporate workshop. The cookies are branded with Flow's logo on packaging, making it a unique experience for the attendees. If Flow charges \$500 for the workshop and includes \$100 worth of cookies, it enhances the perceived value and may attract more clients.

### Synergy Potential:

The synergy lies in enhancing the overall experience of Flow's coaching sessions. WhitBits cookies not only serve as a treat but also as a branding tool for Flow, making the sessions memorable and more enjoyable.

### Action Items:

1. WhitBits should provide Flow with a catalog of cookie options suitable for corporate events.
2. Flow needs to create a package deal that includes coaching sessions with WhitBits cookies to market to corporate clients.
3. Both businesses should meet monthly to discuss feedback and adapt offerings based on client responses.

Value: MEDIUM

MUTUAL BENEFIT