

BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc !” Tosh’s Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Free Agents Inc

Contact: James Higbe

Industry: Professional Services

Key people to solve your business issue

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 .

REFERRAL 1/2

75% conf

Tosh’s Urban Garden !’ Free Agents Inc

Reasoning:

Tosh’s Urban Garden targets health-conscious individuals, while Free Agents Inc serves companies that may prioritize employee wellness. Each business can refer clients to the other, creating a mutually beneficial referral network.

Value Proposition:

By referring clients, both businesses can expand their customer base and increase sales, potentially generating an additional 10-15% in revenue from new clients.

Collaboration Example:

Tosh’s Urban Garden could provide Free Agents Inc with a selection of herbal teas for their corporate wellness workshops. During these workshops, Free Agents could promote Tosh’s products as part of their employee health initiatives, providing a unique experience that enhances both companies’ offerings.

Synergy Potential:

This pairing is unique because it combines health and wellness with professional services, allowing both parties to address holistic employee health in corporate settings, which is a growing trend in the business world.

Action Items:

1. Set up a meeting between Latachia and James to discuss mutual referral opportunities.

2. Create a referral agreement outlining the terms and benefits for both businesses.
3. Develop a marketing plan to promote the collaboration, highlighting wellness workshops and product offerings.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Free Agents Inc | Tosh's Urban Garden

Reasoning:

Free Agents Inc can help Tosh's Urban Garden enhance their marketing strategies and connect with local businesses, which aligns with Tosh's current needs for marketing and capital.

Value Proposition:

By collaborating, Tosh's can receive marketing expertise that could lead to a 20% increase in customer outreach and sales, while Free Agents can showcase their marketing services.

Collaboration Example:

Free Agents Inc could host a marketing strategy session at Tosh's Urban Garden, inviting local business owners to learn about natural health benefits. During the session, Tosh's can offer product samples, creating an engaging experience that generates leads and promotes sales.

Synergy Potential:

The unique synergy lies in the combination of marketing expertise with a specific health product focus, which can attract a niche audience eager for natural health solutions.

Action Items:

1. Plan a local business marketing workshop at Tosh's Urban Garden, inviting local companies.
2. Develop promotional materials for both businesses to distribute during the workshop.
3. Schedule follow-up meetings with attendees to discuss potential partnerships or product orders.

Value: HIGH

MUTUAL BENEFIT