BUSINESS RELATIONSHIP ANALYSIS

Noseniorleftbehindfl.org !" WhitBits Cookie

2 Relationships Identified

BUSINESS PROFILES

Noseniorleftbehindfl.org
Contact: Wanda K Jackson
Industry: Professional Services
Assessments for 55 and older in need of a service to help maintain independence.

WhitBits Cookies
Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

COLLABORATION 1/2   **85% conf**

WhitBits Cookies !' Noseniorleftbehindfl.org

Reasoning:

WhitBits Cookies specializes in homemade cookies, which could be an attractive addition to the events hosted by Noseniorleftbehindfl.org. By providing cookies for their assessments or community events, WhitBits can increase their exposure to a senior demographic, while Noseniorleftbehindfl.org can enhance their service offerings with a delightful treat that creates a warm, welcoming atmosphere.

Value Proposition:

WhitBits could expect a new revenue stream of approximately $1,000 per month from supplying cookies for events, while Noseniorleftbehindfl.org enhances their client engagement and satisfaction.

Collaboration Example:

During a community assessment event for seniors, Noseniorleftbehindfl.org could provide WhitBits Cookies as refreshments. For example, they could offer a selection of cookies during a monthly 'Senior Social' event, where 50 seniors come together to share experiences and receive assessments. WhitBits could charge $5 per cookie box, generating $250 per event, while Noseniorleftbehindfl.org benefits from a more inviting atmosphere that encourages attendance and participation.

Synergy Potential:

The unique synergy lies in WhitBits' ability to provide a comforting, familiar product that resonates with seniors, enhancing the community-focused mission of Noseniorleftbehindfl.org. This pairing is special as it combines food with social services, making events more appealing and effective.

Action Items:

1. Schedule a meeting between Whitney Branch and Wanda K Jackson to discuss potential event collaborations and cookie offerings.

2. Develop a sample menu of cookie options tailored for senior events, highlighting flavors that appeal to older adults.

3. Plan the first collaborative event, such as a 'Senior Social' in the next month, outlining logistics and promotion strategies.

`Value: MEDIUM` `MUTUAL BENEFIT`

REFERRAL 2/2   70% conf

N o s e n i o r l e f t b e h i n d f l . o r g !' W h i t B i t s C o o k i e s

Reasoning:

Noseniorleftbehindfl.org serves seniors who often have family members that are corporate professionals or event planners. By referring its clients to WhitBits Cookies for corporate gifts or event catering, Noseniorleftbehindfl.org can offer additional value to its clients while creating a referral opportunity for WhitBits.

Value Proposition:

WhitBits could gain access to a new client base of corporate professionals, potentially increasing sales by 10% through referrals. Noseniorleftbehindfl.org enhances its service by providing clients with gifting options.

Collaboration Example:

Whenever Noseniorleftbehindfl.org hosts a family meeting with seniors and their relatives, they could hand out business cards for WhitBits Cookies, highlighting their corporate gifting services. For instance, if a family member plans a corporate event, they can reach out to WhitBits for custom cookie orders, leading to a potential $500 order for a company-wide event.

Synergy Potential:

The combination of WhitBits' delicious cookies and Noseniorleftbehindfl.org's community focus allows for a unique referral relationship that adds value to both businesses' offerings while catering to the emotional connections between seniors and their families.

Action Items:

1. Create a referral brochure featuring WhitBits Cookies to distribute at Noseniorleftbehindfl.org events.

2. Establish a referral fee structure to incentivize Noseniorleftbehindfl.org for each successful client they refer to WhitBits.

3. Coordinate a joint marketing campaign that targets corporate professionals who are family members of seniors served by Noseniorleftbehindfl.org.

`Value: MEDIUM` `MUTUAL BENEFIT`