

BUSINESS RELATIONSHIP ANALYSIS

Organize Design Create !” Tosh’s Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

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 .

COLLABORATION 1/2

85% conf

Tosh’s Urban Garden !” Organize Design Create

Reasoning:

Tosh’s Urban Garden could collaborate with Organize Design Create to launch a marketing campaign that showcases its herbal products. Given that both businesses target health-conscious individuals and entrepreneurs, a joint campaign could effectively reach a wider audience while leveraging both brands.

Value Proposition:

By combining marketing resources and expertise, Tosh’s Urban Garden could see a 30% increase in sales from a targeted campaign, while Organize Design Create could charge for their services and gain new clients from the partnership.

Collaboration Example:

Organize Design Create designs a social media campaign for Tosh’s Urban Garden featuring weekly herbal health tips and spotlighting specific products. They host a live virtual tea-tasting event where attendees can sample products and learn about their benefits. The campaign runs for a month, with the potential to generate \$2,000 in sales for Tosh’s and \$1,000 in service fees for Organize Design.

Synergy Potential:

Both businesses emphasize eco-friendliness and health, creating a natural alignment that enhances brand credibility. This partnership allows for authentic storytelling around wellness, making the marketing efforts more relatable and impactful.

Action Items:

1. Schedule a meeting to brainstorm campaign ideas and goals.
2. Develop a timeline for the social media campaign and event.
3. Create a joint budget to allocate resources effectively for marketing.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Tosh's Urban Garden

Reasoning:

Organize Design Create can refer their health-conscious clientele to Tosh's Urban Garden, as they both serve similar target markets without direct competition. This creates an avenue for cross-promotion.

Value Proposition:

Organize Design Create could enhance their service offerings by integrating referrals, potentially increasing client satisfaction and retention rates while Tosh's Urban Garden gains new customers without significant marketing expense.

Collaboration Example:

During onboarding sessions with new clients, Organize Design Create shares a curated list of local health and wellness products, including Tosh's Urban Garden items. They could also include Tosh's products in their welcome packs, leading to an anticipated 15% increase in new customer inquiries for Tosh's.

Synergy Potential:

This relationship capitalizes on the growing trend for wellness and natural products, positioning both businesses as community-focused leaders in the health sector. The referral enhances the customer experience and builds brand loyalty.

Action Items:

1. Create a referral agreement outlining terms and benefits for both sides.
2. Develop a shared promotional piece that highlights both businesses.
3. Implement a tracking system to monitor referral success and client feedback.

Value: MEDIUM

MUTUAL BENEFIT