

# BUSINESS RELATIONSHIP ANALYSIS

## Tosh's Urban Garden!' WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### 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 .

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### COLLABORATION 1/2

75% conf

## Tosh's Urban Garden!' WhitBits Cookies

#### Reasoning:

Tosh's Urban Garden and WhitBits Cookies can create a unique product offering that appeals to health-conscious corporate clients. By collaborating, they can introduce healthy cookie options infused with herbal ingredients, attracting both health-focused individuals and corporate professionals who seek alternatives for meetings and events.

#### Value Proposition:

This collaboration can generate additional revenue through a new product line and increase market access to wellness-focused companies looking to offer healthier snack options.

#### Collaboration Example:

Tosh's Urban Garden develops a line of herbal-infused cookies, featuring ingredients like chamomile and ginger, which are then marketed to corporate offices by WhitBits Cookies. They could launch this product at a local corporate wellness fair, where both businesses set up a booth, offering samples of the cookies alongside Tosh's herbal teas. If they sell 200 cookie packs at \$15 each, that's a potential \$3,000 revenue for both businesses, plus increased brand visibility.

#### Synergy Potential:

The unique pairing of herbal health products with homemade cookies caters to the growing trend of wellness in corporate environments, differentiating them from other cookie vendors who do not focus on health.

**Action Items:**

1. Schedule a meeting between Latachia and Whitney to brainstorm product ideas.
2. Develop a prototype of the herbal-infused cookies for tasting sessions.
3. Plan a marketing strategy for the corporate wellness fair, including promotional materials.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

### WhitBits Cookies !' Tosh's Urban Garden

**Reasoning:**

WhitBits Cookies serves corporate professionals, who may also be health-conscious. Referring Tosh's Urban Garden products could enhance WhitBits' offerings to their clients who are looking for wellness solutions.

**Value Proposition:**

By referring Tosh's Urban Garden products, WhitBits can provide additional value to their corporate clients, potentially increasing customer satisfaction and loyalty, while Tosh gains access to a new customer base.

**Collaboration Example:**

WhitBits Cookies could include a flyer in their cookie delivery boxes that promotes Tosh's Urban Garden's herbal teas and tinctures, offering a 10% discount for first-time buyers. If WhitBits delivers cookies to 50 offices each month, and each office tries the herbal products, this could lead to 20 new customers for Tosh, generating additional sales of approximately \$1,000 monthly.

**Synergy Potential:**

The synergy lies in targeting the same health-conscious demographic, allowing both businesses to enhance their service offerings and appeal to corporate wellness initiatives.

**Action Items:**

1. Create a referral flyer for Tosh's Urban Garden to be included with cookie orders.
2. Establish a referral discount program for customers who buy from both businesses.
3. Monitor the effectiveness of the referral program and adjust as necessary.

Value: MEDIUM

MUTUAL BENEFIT