

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 you 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, who may also be looking to improve their overall wellness and productivity in the workplace. Free Agents Inc serves companies that employ individuals who could benefit from natural health products, creating a strong referral opportunity.

Value Proposition:

Tosh’s Urban Garden can tap into Free Agents Inc's network of small-to-medium businesses, potentially increasing sales of herbal products by 20%.

Collaboration Example:

Tosh's Urban Garden could provide Free Agents Inc with a curated selection of herbal teas and tinctures to offer as employee wellness packages. For instance, if Free Agents Inc helps a company implement a wellness program, they can include a monthly subscription of herbal products from Tosh's, creating a unique offering that promotes health in the workplace.

Synergy Potential:

The pairing stands out because Tosh's Urban Garden can enhance Free Agents' corporate wellness initiatives with products that directly improve employee health, making it more than just a typical referral relationship.

Action Items:

1. Arrange a meeting between Latachia and James to discuss the specifics of the referral program.
2. Create a marketing flyer that outlines the wellness packages to be presented to Free Agents' clients.
3. Develop a tracking system to measure the sales generated from referrals and gather feedback to adjust offerings.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Free Agents Inc.' Tosh's Urban Garden

Reasoning:

Free Agents Inc can refer their clients, particularly those in the small to medium business sector, to Tosh's Urban Garden for employee wellness solutions, which align well with their focus on improving business performance.

Value Proposition:

By referring clients to Tosh's Urban Garden, Free Agents can add value to their service offerings and help clients improve employee morale and productivity, potentially leading to a 15% increase in client satisfaction.

Collaboration Example:

For example, if Free Agents Inc acquires a client looking to boost workplace wellness, they can recommend Tosh's Urban Garden to provide herbal teas as part of a health initiative. This could involve a one-time purchase or a subscription service that enhances the client's employee benefits package.

Synergy Potential:

This relationship creates a unique synergy as Free Agents can enhance their consulting services with tangible health products, providing a holistic approach to business improvement.

Action Items:

1. Identify clients who have expressed interest in employee wellness programs to target for referrals.
2. Develop a co-branded wellness initiative that includes Tosh's products for Free Agents' clients.
3. Set up a feedback loop to understand which products are most beneficial to clients and adjust offerings accordingly.

Value: MEDIUM

MUTUAL BENEFIT