

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

COLLABORATION 1/2

85% conf

WhitBits Cookies!" Simple Creations By T

Reasoning:

WhitBits Cookies specializes in homemade cookies, which can complement the personalized gifts created by Simple Creations By T. By collaborating, they can create unique gift bundles that appeal to their shared target markets.

Value Proposition:

By bundling cookies with custom gifts, both businesses can increase sales by attracting corporate clients and event planners looking for unique gift options, potentially increasing revenue by 20% during peak gifting seasons.

Collaboration Example:

WhitBits Cookies and Simple Creations By T could launch a 'Celebration Bundle' for corporate clients, which includes a dozen assorted cookies and a custom gift item for employee recognition events. They would market this bundle to local businesses, offering a special deal for bulk orders, which could yield an average of \$1,000 per order for events.

Synergy Potential:

The pairing is unique because it merges the sweet experience of gourmet cookies with the personal touch of customized gifts, creating a memorable offering that stands out in the market, especially for corporate celebrations.

Action Items:

1. Schedule a meeting to discuss the creation of the 'Celebration Bundle' product.
2. Design marketing materials that highlight the partnership and the unique bundle offering.

3. Identify local corporate clients to target for initial sales and test the bundle's appeal.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Simple Creations By T !' WhitBits Cookies

Reasoning:

Simple Creations By T can source cookies from WhitBits Cookies to include in their custom gift offerings, enhancing their product line without the need to bake in-house.

Value Proposition:

By sourcing cookies from WhitBits, Simple Creations can expand their product offerings, potentially increasing average order values by 15% as customers opt for more comprehensive gift sets.

Collaboration Example:

Simple Creations By T could include a selection of WhitBits Cookies in their custom gift boxes for birthdays and anniversaries, allowing them to offer a complete gifting solution. For example, a client orders a milestone gift box for a 50th birthday, including personalized apparel and a dozen cookies, resulting in a package worth \$150.

Synergy Potential:

This vendor relationship is advantageous because it allows Simple Creations to diversify their offerings while providing WhitBits with a consistent sales channel for bulk cookie orders, creating a reliable revenue stream for both.

Action Items:

1. Initiate a pricing agreement for bulk cookie orders.
2. Develop a marketing strategy to promote the new gift box offerings featuring WhitBits cookies.
3. Set up a system for regular cookie supply to ensure availability for Simple Creations' orders.

Value: MEDIUM

MUTUAL BENEFIT