

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 benefit significantly from the marketing expertise of Organize Design Create, while the latter can gain unique content and case studies from a health-focused brand. This partnership allows both businesses to leverage each other's strengths for mutual growth.

Value Proposition:

By collaborating on a marketing campaign, Tosh's Urban Garden could see a 30% increase in sales, while Organize Design Create could expand their portfolio, attracting more health and wellness clients, potentially increasing revenues by \$10,000 from new clients.

Collaboration Example:

Tosh's Urban Garden and Organize Design Create could co-host a health and wellness fair at a local community center. Tosh would set up a booth offering free samples of their herbal products, while Organize would manage the event's marketing and branding. Both businesses would share the event costs and profits from product sales. This could generate \$2,000 in sales for Tosh and showcase Organize's capabilities to potential new clients in attendance.

Synergy Potential:

The unique synergy here lies in the fusion of health and wellness with marketing design, allowing both businesses to access a niche audience that values natural living and professional branding. This collaboration could position both as leaders in a growing market segment.

Action Items:

1. Schedule a meeting to discuss potential event logistics and marketing strategies.
2. Identify a local venue for the health and wellness fair within the next week.
3. Develop a marketing plan that includes social media, email campaigns, and local outreach by the end of the week.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Organize Design Create !' Tosh's Urban Garden

Reasoning:

Organize Design Create serves a target market that includes health-conscious entrepreneurs and businesses, which aligns with Tosh's Urban Garden's customer profile. This creates a natural referral flow where both can benefit from shared clientele.

Value Proposition:

Referring clients between the two businesses could lead to a 15% increase in customer acquisition for Tosh's Urban Garden, while Organize Design Create could gain a 20% commission on referred sales, potentially increasing their revenue by \$3,000.

Collaboration Example:

Organize Design Create could create a targeted marketing package for local health and wellness businesses that includes a referral to Tosh's Urban Garden. When a new client signs up for marketing services and mentions the referral, they receive a discount on the first order of herbal products, while Tosh offers Organize a commission for every sale made through this referral. This could lead to a steady stream of new customers for Tosh and additional revenue for Organize.

Synergy Potential:

This partnership uniquely combines the growing trend of health-conscious living with the marketing needs of small businesses, allowing both to tap into an expanding market of eco-friendly entrepreneurs who value collaboration.

Action Items:

1. Create a referral program structure that clearly outlines benefits for both businesses.
2. Develop marketing materials that highlight the referral program for distribution to both customer bases within one week.
3. Monitor and evaluate the success of referrals monthly to adjust the program as necessary.

Value: MEDIUM

MUTUAL BENEFIT