

# BUSINESS RELATIONSHIP ANALYSIS

## The Collective Om !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### COLLABORATION 1/2

80% conf

#### The Collective Om !” WhitBits Cookies

##### Reasoning:

The Collective Om provides holistic health services that focus on self-growth, which can greatly complement the events catered by WhitBits Cookies. By collaborating on corporate wellness events, they can enhance the experience offered to attendees.

##### Value Proposition:

By partnering on corporate wellness events, both businesses can attract new clients, potentially increasing event attendance by 30% and generating additional revenue through bundled service offerings.

##### Collaboration Example:

WhitBits Cookies can supply their homemade cookies for a wellness retreat organized by The Collective Om. For instance, during a half-day workshop on stress management for local professionals, attendees enjoy healthy snacks from WhitBits while engaging in holistic activities led by The Collective Om. This collaboration could bring in an estimated \$1,200 revenue from 40 attendees, with The Collective Om charging \$30 per person.

##### Synergy Potential:

The unique synergy lies in combining holistic health services with gourmet cookies, creating an appealing wellness experience that enhances both brands' visibility in the Jacksonville market.

**Action Items:**

1. Schedule a meeting between Ashlyn and Whitney to brainstorm event ideas.
2. Develop a joint marketing plan to promote the wellness retreat targeting local corporate clients.
3. Create a package deal that includes wellness services and WhitBits cookies for corporate events.

Value: HIGH

MUTUAL BENEFIT

**VENDOR 2/2**

60% conf

## WhitBits Cookies!' The Collective Om

**Reasoning:**

WhitBits Cookies can supply cookies for The Collective Om's workshops and events, providing a sweet treat that aligns with their wellness philosophy. This would enhance the customer experience for participants.

**Value Proposition:**

By sourcing cookies from WhitBits, The Collective Om could save time on catering arrangements and elevate their workshops, potentially increasing customer satisfaction and repeat attendance by 20%.

**Collaboration Example:**

For a monthly mindfulness workshop, The Collective Om orders a selection of WhitBits cookies to serve as healthy snacks during the event. This not only makes the workshop more enjoyable but also serves as a marketing opportunity for WhitBits, showcasing their products to a new audience. If 25 participants attend and spend an extra \$5 on cookies, this creates an additional \$125 in revenue.

**Synergy Potential:**

The pairing is special because it merges health and indulgence, appealing to the well-being of participants while promoting local homemade delicacies, which fosters community support.

**Action Items:**

1. Establish a pricing agreement for cookie supplies for The Collective Om's events.
2. Create a cookie menu that aligns with the themes of upcoming workshops.
3. Develop a feedback mechanism to gauge participant response to the cookies served.

Value: MEDIUM

MUTUAL BENEFIT