

BUSINESS RELATIONSHIP ANALYSIS

The P-Way Solutions LLC!" Tosh's Urban Ga

2 Relationships Identified

BUSINESS PROFILES

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

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

80% conf

Tosh's Urban Garden!" The P-Way Solutions LLC

Reasoning:

Tosh's Urban Garden targets health-conscious individuals who often seek clean and healthy environments. The P-Way Solutions' commercial janitorial services can ensure that spaces frequented by these individuals, such as wellness centers and health food stores, are kept clean and safe, creating a referral opportunity.

Value Proposition:

By referring clients to The P-Way Solutions, Tosh's Urban Garden can earn a commission on each contract, potentially generating an additional \$2,000 in revenue per quarter as they tap into their health-focused customer base.

Collaboration Example:

Tosh's Urban Garden can create a referral program where every customer who signs up for a package of herbal products receives a discount voucher for The P-Way Solutions' services. For example, if 50 customers redeem this offer within a month, Tosh could generate around \$1,000 from referrals, while The P-Way Solutions gains new long-term clients.

Synergy Potential:

This partnership is unique because it connects a health-focused business with a janitorial service, emphasizing cleanliness and safety in wellness environments, which resonates with their shared target market.

Action Items:

1. Develop a referral program that includes discount vouchers for The P-Way Solutions' services with every purchase from Tosh's Urban Garden.
2. Set up a meeting between Latachia and Pervis to discuss the specifics of the referral terms and commission structure.
3. Create promotional materials highlighting the referral offer to distribute to Tosh's Urban Garden customers.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The P-Way Solutions LLC !' Tosh's Urban Garden

Reasoning:

The P-Way Solutions serves small businesses and could refer its clients to Tosh's Urban Garden for natural health products, particularly those focused on employee wellness and eco-friendly practices.

Value Proposition:

By referring clients to Tosh's Urban Garden, The P-Way Solutions can enhance its value proposition, allowing its clients to improve employee wellness, while earning referral fees of approximately \$500 per quarter.

Collaboration Example:

At a networking event, The P-Way Solutions can introduce Tosh's Urban Garden to its business clients, suggesting that they incorporate herbal teas into their employee wellness programs. If 10 businesses take up this offer and purchase products worth \$100 each, Tosh's Urban Garden could see an increase of \$1,000 in sales.

Synergy Potential:

This relationship is distinctive because it leverages The P-Way Solutions' established business connections to promote health and wellness products, creating a strong community focus around employee health.

Action Items:

1. Schedule a networking session where The P-Way Solutions can showcase Tosh's Urban Garden products to their client base.
2. Design a bundled package that includes janitorial services and Tosh's Urban Garden products aimed at businesses looking to enhance workplace wellness.
3. Create a joint marketing campaign that highlights the benefits of clean workspaces combined with natural health products.

Value: MEDIUM

MUTUAL BENEFIT