

# BUSINESS RELATIONSHIP ANALYSIS

## Jazzi's Creations !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### COLLABORATION 1/2

85% conf

#### Jazzi's Creations !” WhitBits Cookies

##### Reasoning:

Jazzi's Creations and WhitBits Cookies share a common target market of corporate professionals and event planners. By collaborating, they can enhance each other's service offerings during corporate events and team-building activities, creating a more appealing package for their clients.

##### Value Proposition:

By combining Jazzi's crafting workshops with WhitBits' cookie catering, both businesses can attract more corporate clients, potentially increasing revenue by 20% through bundled services.

##### Collaboration Example:

Jazzi's Creations organizes a 'Cookies and Crafts' team-building event for a local corporation, where employees spend the day crafting personalized gifts while enjoying an assortment of WhitBits' gourmet cookies. They charge the company \$1,500 for the event, split the revenue, and both gain exposure to new clients who appreciate the combined offering.

##### Synergy Potential:

The unique synergy lies in the blending of creative crafting and gourmet baking, appealing to both hands-on and culinary interests of corporate teams, making their joint offering more distinctive than typical team-building events.

**Action Items:**

1. Set up a meeting between Jasmyne and Whitney to discuss event logistics and pricing.
2. Develop a promotional package that outlines the 'Cookies and Crafts' event, highlighting the benefits for corporate clients.
3. Create a marketing plan to reach out to local businesses and event planners about the new offering.

Value: HIGH

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

## WhitBits Cookies !' Jazzi's Creations

**Reasoning:**

WhitBits Cookies can provide homemade cookies for events hosted by Jazzi's Creations, enhancing the overall experience for guests and making Jazzi's events more appealing.

**Value Proposition:**

WhitBits can secure consistent orders from Jazzi's events, potentially increasing cookie sales by 30% during peak event seasons.

**Collaboration Example:**

At a craft workshop hosted by Jazzi, WhitBits supplies a custom-designed cookie box, featuring cookies shaped like crafting tools. This not only elevates the experience for participants but also helps WhitBits gain visibility with Jazzi's clientele, leading to an estimated \$300 in cookie sales per event.

**Synergy Potential:**

Combining the homemade cookies with DIY crafting workshops creates a unique experience that engages multiple senses, making events unforgettable and enticing repeat business.

**Action Items:**

1. Negotiate pricing and cookie options for events with Jazzi's Creations.
2. Create a catalog of cookie designs specifically tailored for craft workshops and corporate events.
3. Establish a reliable delivery schedule for cookie orders during Jazzi's events.

Value: MEDIUM

MUTUAL BENEFIT