

# BUSINESS RELATIONSHIP ANALYSIS

Communikate Design & Marketing!" Tosh's Urban Garden

2 Relationships Identified

## BUSINESS PROFILES

### Communikate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### 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!" Communikate Design & Marketing

### Reasoning:

Tosh's Urban Garden can leverage Communikate Design & Marketing's branding and marketing expertise to enhance their visibility in the health and wellness market. By creating a joint marketing campaign, they can reach a wider audience of health-conscious consumers.

### Value Proposition:

An increase in sales of 20% through improved brand visibility and targeted marketing efforts, while Communikate gains a new client and potential portfolio piece.

### Collaboration Example:

Tosh's Urban Garden and Communikate Design & Marketing could co-host a health-focused online webinar series. For instance, they could launch a 'Natural Wellness Journey' series where Tosh's provides herbal product samples for participants, and Communikate designs promotional materials and manages the event logistics. They could charge attendees \$50 each for the 100-person webinar, resulting in \$5,000 revenue to split.

### Synergy Potential:

The unique pairing of natural health products with marketing expertise allows for a compelling narrative that can resonate with eco-conscious consumers, creating a more authentic brand story.

### Action Items:

1. Schedule a brainstorming session to identify potential topics for the webinar.
2. Develop a promotional strategy to reach both Tosh's and Communikate's target audiences.
3. Create and design marketing materials, including social media graphics and email campaigns.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

75% conf

Communikate Design & Marketing |' Tosh's Urban Garden

### Reasoning:

Communikate Design & Marketing serves entrepreneurs and small businesses that may be interested in health and wellness products. By referring clients to Tosh's Urban Garden, they can enhance their service offering and provide added value to their clients.

### Value Proposition:

Communikate can enhance client satisfaction and increase client retention by offering holistic health solutions, leading to a potential 15% increase in client loyalty and referrals.

### Collaboration Example:

When Communikate works with a startup focused on wellness products, they could introduce them to Tosh's Urban Garden for herbal product sourcing. This referral could lead to a \$1,000 order from the startup, generating revenue for Tosh's while further solidifying Communikate's reputation as a comprehensive service provider.

### Synergy Potential:

The combination of marketing services with natural health products creates a niche offering that appeals to health-focused brands, allowing both businesses to stand out in their respective fields.

### Action Items:

1. Create a referral program that incentivizes Communikate to refer clients to Tosh's Urban Garden.
2. Develop a joint promotional package that highlights Tosh's products for Communikate's clients.
3. Schedule regular check-ins between both businesses to discuss referrals and client needs.

Value: MEDIUM

MUTUAL BENEFIT