

BUSINESS RELATIONSHIP ANALYSIS

IV Creative !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

REFERRAL 1/2

70% conf

IV Creative !” WhitBits Cookies

Reasoning:

IV Creative and WhitBits Cookies target different customer segments but share a common pool of potential clients. Business A can refer corporate clients to Business B for events and treats, while Business B can refer local businesses needing marketing services to Business A.

Value Proposition:

Increased client referrals could enhance revenue by 15-20% for both businesses, tapping into each other's networks.

Collaboration Example:

Whenever IV Creative creates marketing materials for a local event, they can include a special offer for WhitBits Cookies. For example, if IV designs a flyer for a corporate event, they can include a discount code for cookie orders, driving sales for WhitBits while offering added value to their clients.

Synergy Potential:

The unique synergy lies in the combination of marketing and event catering, where IV Creative can enhance the visibility of WhitBits Cookies through their design services, while WhitBits adds a sweet touch to IV's marketing events, creating a memorable experience for clients.

Action Items:

1. Schedule a meeting between Iliana and Whitney to discuss potential referral agreements.

2. Create bundled marketing and cookie packages for local businesses targeting corporate events.
3. Develop a cross-promotional strategy that includes social media shoutouts and email newsletters to share each other's offerings.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

WhitBits Cookies !' IV Creative

Reasoning:

WhitBits Cookies can supply IV Creative with homemade cookies for events or client meetings. This relationship can enhance IV's service offering, providing a unique treat for their local business clients.

Value Proposition:

By sourcing cookies from WhitBits, IV Creative can enhance client meetings, potentially increasing client retention and satisfaction, leading to higher project renewals.

Collaboration Example:

During a client meeting to discuss a new marketing campaign, IV Creative could provide a selection of WhitBits Cookies as refreshments. This not only sweetens the meeting but also showcases the quality of WhitBits' products, potentially leading to client orders for their events.

Synergy Potential:

This pairing is unique because IV Creative can leverage the quality and local appeal of WhitBits Cookies to differentiate their services and create memorable client experiences, fostering deeper relationships.

Action Items:

1. Negotiate pricing and delivery terms for cookie supplies for IV Creative's upcoming events.
2. Create a branded cookie box featuring IV Creative's logo to present at networking events.
3. Develop a feedback loop where IV can gather client responses on the cookie offerings to enhance future services.

Value: MEDIUM

MUTUAL BENEFIT