

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

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

Jazzi's Creations!" Tosh's Urban Garden

Reasoning:

Jazzi's Creations can leverage Tosh's Urban Garden's expertise in health and wellness by creating personalized herbal tea kits for their DIY craft workshops. This collaboration can attract health-conscious individuals to Jazzi's events while providing Tosh's products with an engaging platform.

Value Proposition:

Increasing customer base for both businesses by 30% through the introduction of themed workshops and products, leading to an estimated additional revenue of \$1,500 per month from craft workshops.

Collaboration Example:

Jazzi's Creations hosts a 'Wellness Wednesday' event where participants create personalized tea blends using Tosh's herbal products. Each participant pays \$60 for the workshop, and Tosh provides the herbal ingredients, earning \$20 per kit sold. They split the profits from the event, creating a unique experience that promotes both businesses.

Synergy Potential:

This partnership is unique because it merges the creative craft experience with health and wellness, attracting a diverse audience that values both artistic expression and healthy living, which is not commonly found in typical collaborations.

Action Items:

1. Schedule a meeting between Jasmyne and Latachia to brainstorm workshop ideas.
2. Develop a marketing plan highlighting the 'Wellness Wednesday' event, targeting both customer bases.
3. Create a prototype of the personalized tea kits to showcase during the first workshop.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Tosh's Urban Garden / Jazzi's Creations

Reasoning:

Both businesses target health-conscious individuals, and Jazzi's Creations can refer customers looking for wellness gifts to Tosh's Urban Garden. This exchange can enhance customer satisfaction and increase sales for both parties.

Value Proposition:

By referring customers, both businesses can expect a 15% increase in sales from cross-referred clients, potentially generating an additional \$500 monthly revenue.

Collaboration Example:

Tosh's Urban Garden promotes Jazzi's personalized gift options during their workshops and in-store, providing customers with unique gift ideas for health-oriented occasions. Every referral made earns Jazzi a 10% commission on sales, incentivizing both to drive traffic to each other's businesses.

Synergy Potential:

The unique synergy lies in the ability to offer holistic lifestyle solutions—crafting personalized gifts that support health and wellness—creating a seamless experience for customers seeking meaningful and health-oriented products.

Action Items:

1. Create a referral program that incentivizes both businesses to promote each other.
2. Design promotional materials that highlight the partnership for distribution at both locations.
3. Train staff at both businesses on how to effectively refer customers to each other.

Value: MEDIUM

MUTUAL BENEFIT