

BUSINESS RELATIONSHIP ANALYSIS

Bluebird Health Partners !” Tosh’s Urban Ga

2 Relationships Identified

BUSINESS PROFILES

Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

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

75% conf

Bluebird Health Partners !’ Tosh’s Urban Garden

Reasoning:

Bluebird Health Partners focuses on healthcare strategy execution consulting, which aligns with the health-conscious clientele of Tosh’s Urban Garden. By referring clients who are looking for wellness solutions, they can enhance their service offerings without direct competition.

Value Proposition:

Bluebird could potentially increase its client base by 20%, while Tosh’s Urban Garden could see a 15% boost in sales from the referred clients.

Collaboration Example:

Bluebird Health Partners could include Tosh’s Urban Garden products in its consulting packages for healthcare solution providers looking to incorporate holistic health options. For example, when a healthcare client is developing a new wellness program, Bluebird could recommend Tosh’s natural herbal teas as part of their health offerings, ensuring both businesses benefit from the cross-promotion.

Synergy Potential:

This partnership uniquely combines the strategic insight of healthcare consulting with the niche market of natural health products, creating a holistic approach that neither could achieve alone.

Action Items:

1. Establish a referral agreement where Bluebird receives a commission for every client referred to Tosh's Urban Garden.
2. Create co-branded marketing materials that highlight the benefits of integrating natural products into healthcare strategies.
3. Schedule a joint workshop where both businesses present their services to a targeted audience of healthcare providers.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Tosh's Urban Garden !' Bluebird Health Partners**Reasoning:**

Tosh's Urban Garden targets health-conscious individuals, many of whom may seek consulting services for wellness strategies, which aligns with Bluebird Health Partners' offerings.

Value Proposition:

Tosh's Urban Garden can enhance its product sales by 15% by referring customers who might benefit from Bluebird's consulting services.

Collaboration Example:

Tosh's Urban Garden can include information about Bluebird Health Partners in its product packaging, encouraging customers to seek professional health strategies while promoting their herbal products. For instance, when a customer purchases a herbal tea, they receive a discount voucher for Bluebird's consultation services, driving traffic to both businesses.

Synergy Potential:

By combining the reach of Tosh's Urban Garden's health-focused customer base with Bluebird's consulting expertise, they can create a sustainable health ecosystem that promotes both natural and strategic health solutions.

Action Items:

1. Design and print discount vouchers for Bluebird's consulting services to include with Tosh's product shipments.
2. Organize a health fair where customers can sample Tosh's products while learning about Bluebird's consulting services.
3. Develop a joint social media campaign that highlights health success stories leveraging both businesses' offerings.

Value: MEDIUM

MUTUAL BENEFIT