

BUSINESS RELATIONSHIP ANALYSIS

Tosh's Urban Garden!' WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

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 .

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

REFERRAL 1/2

75% conf

Tosh's Urban Garden!' WhitBits Cookies

Reasoning:

Both Tosh's Urban Garden and WhitBits Cookies target health-conscious individuals and corporate professionals, making them complementary rather than competitive. By referring clients to each other, they can enhance customer satisfaction.

Value Proposition:

Increased customer referrals could lead to a 15% increase in sales for both businesses over the next quarter.

Collaboration Example:

Tosh's Urban Garden could create a 'Healthy Snack Box' that includes a selection of their herbal teas and a sample pack of WhitBits Cookies. This box could be marketed to corporate clients for employee wellness programs, allowing both businesses to tap into the corporate wellness market while sharing the profits.

Synergy Potential:

This partnership is unique because it combines health and indulgence, appealing to corporate professionals looking for guilt-free treats. The collaboration can position both brands as holistic wellness providers.

Action Items:

1. Schedule a meeting to discuss the referral program details and target customer profiles.

2. Create a joint marketing plan for the 'Healthy Snack Box' targeting corporate wellness programs.
3. Launch a pilot program within 30 days to gather initial customer feedback and adjust offerings.

Value: MEDIUM

MUTUAL BENEFIT

VENDOR 2/2

60% conf

WhitBits Cookies !' Tosh's Urban Garden

Reasoning:

WhitBits Cookies can supply their homemade cookies for events that Tosh's Urban Garden organizes, providing a sweet treat option for customers interested in health and wellness.

Value Proposition:

Securing WhitBits Cookies as a vendor for events could lead to an additional revenue stream of \$1,000 per event for Tosh's Urban Garden.

Collaboration Example:

During a wellness workshop organized by Tosh's Urban Garden, they can offer a healthy dessert table featuring WhitBits Cookies. This would not only enhance the workshop experience but could also result in direct sales of cookies to attendees, with profit-sharing arrangements between both businesses.

Synergy Potential:

This collaboration leverages Tosh's health-focused brand while allowing WhitBits to enter the wellness niche, creating a unique market positioning for both as they cater to health-savvy consumers who still enjoy treats.

Action Items:

1. Identify upcoming workshops or events where cookies can be included.
2. Agree on pricing and profit-sharing details for cookie sales at events.
3. Promote the collaboration through social media and event marketing materials.

Value: MEDIUM

MUTUAL BENEFIT