

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” Tosh ’

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### 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

75% conf

#### Tosh's Urban Garden !' Celebrate & Smile International Steppers

##### Reasoning:

Tosh's Urban Garden and Celebrate & Smile International Steppers target health-conscious individuals and those interested in community enhancement. By collaborating, they could create wellness-focused dance workshops that incorporate herbal teas and tinctures for participants.

##### Value Proposition:

This partnership could generate additional revenue through workshop fees, potentially attracting a new customer base for both businesses. If they charge \$50 per participant and attract 20 people per workshop, that's a potential revenue of \$1,000 per event, split between them.

##### Collaboration Example:

Tosh's Urban Garden could host a monthly wellness dance workshop led by Celebrate & Smile, where attendees enjoy herbal tea tastings before participating in a fun, guided dance session. They could market this as a unique 'Dance & Detox' experience, offering participants a holistic approach to health while both businesses gain new clients and exposure.

##### Synergy Potential:

This pairing is unique because it combines physical activity with herbal wellness, appealing to customers seeking a comprehensive health experience. The blend of dance and natural health products creates a distinctive offering not typically available in either business's market space.

### Action Items:

1. Develop a joint marketing plan to promote the Dance & Detox workshops via social media and local health events.
2. Set a date for the first workshop and secure a venue that accommodates both the dancing and tea tasting.
3. Create a feedback survey for participants to refine future workshops and gauge interest in additional health-related offerings.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

60% conf

### Celebrate & Smile International Steppers !' Tosh's Urban Garden

#### Reasoning:

Celebrate & Smile International Steppers can refer their participants to Tosh's Urban Garden for health-focused products, enhancing the experience of those interested in health and wellness.

#### Value Proposition:

By referring clients to Tosh's Urban Garden, Celebrate & Smile could earn a referral fee for each sale or a discount for their participants, increasing their value proposition.

#### Collaboration Example:

After each dance workshop, Celebrate & Smile could provide participants with a 10% off coupon for Tosh's Urban Garden products, encouraging attendees to explore herbal teas and tinctures that enhance their health. This would drive traffic to Tosh's store and provide a tangible benefit to their clients.

#### Synergy Potential:

This referral relationship is special because it creates a continuous cycle of engagement; as Celebrate & Smile enhances community wellness through dance, Tosh's Urban Garden complements this with natural health products, creating a holistic wellness lifestyle.

### Action Items:

1. Establish a referral agreement outlining the discount structure and sales tracking.
2. Design and print coupons or promotional materials for distribution at workshops.
3. Collaborate on social media posts to promote the benefits of both dance and herbal wellness, creating a cohesive marketing message.

Value: MEDIUM

MUTUAL BENEFIT