

# BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations LLC!" WhitBits Co

2 Relationships Identified

## BUSINESS PROFILES

### Connections to the Nations LLC

Contact: Arlene Ortiz  
Industry: Professional Services  
Community Fair and Culture

### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

## COLLABORATION 1/2

85% conf

WhitBits Cookies!" Connections to the Nations LLC

### Reasoning:

WhitBits Cookies can supply homemade cookies for events organized by Connections to the Nations LLC. This would enhance the cultural fairs and community events with a unique, local touch while providing WhitBits access to a broader audience.

### Value Proposition:

WhitBits could increase revenue by at least 20% through bulk cookie orders for events, while Connections to the Nations enhances their event offerings, attracting more attendees.

### Collaboration Example:

For the upcoming community fair, WhitBits Cookies could provide 500 themed cookies representing different cultures. In return, Connections to the Nations would promote WhitBits as a featured local vendor, adding value to their event. This partnership could lead to a combined marketing push, resulting in 300 additional attendees for the fair and a \$1,000 revenue increase for WhitBits.

### Synergy Potential:

This partnership uniquely combines WhitBits' culinary creativity with Connections to the Nations' cultural focus, allowing both to stand out in their respective markets while promoting community engagement.

### Action Items:

1. Schedule a meeting between Whitney and Arlene to discuss event timelines and cookie themes.
2. Draft a partnership agreement outlining cookie quantities, pricing, and promotional responsibilities.
3. Create a joint marketing plan highlighting the collaboration on social media and local advertisements.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

## Connections to the Nations LLC / WhitBits Cookies

### Reasoning:

Connections to the Nations serves businesses that may require catering or snack options for their events, which aligns with the target market of WhitBits Cookies. This enables a referral system where both businesses can benefit without competing.

### Value Proposition:

Connections can refer WhitBits to corporate clients needing catering, potentially generating an additional \$500 per month in sales for WhitBits.

### Collaboration Example:

When Connections to the Nations organizes a business networking event, they can refer WhitBits Cookies as a preferred vendor for snacks. If the event has 10 corporate clients, each ordering cookies for their own events, WhitBits could secure six new orders, generating \$600 in revenue from these referrals in a single quarter.

### Synergy Potential:

This referral relationship allows Connections to the Nations to enhance their service offerings while providing WhitBits with access to corporate clients who value unique, homemade products.

### Action Items:

1. Develop a referral program that includes a discount for clients referred by Connections.
2. Create promotional materials for Connections to distribute to their business clients highlighting WhitBits' offerings.
3. Establish a tracking system for referrals to measure success and adjust the program as needed.

Value: MEDIUM

MUTUAL BENEFIT