

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !” To

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

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 .

PARTNER 1/2

80% conf

Tosh's Urban Garden !” Soulfitness Studio Health and wellness center

Reasoning:

Both Tosh's Urban Garden and Soulfitness Studio share a similar target market focused on health-conscious individuals. By partnering, they can create bundled wellness packages that leverage each other's strengths, providing customers with a comprehensive health and wellness solution.

Value Proposition:

This partnership could generate an additional revenue stream through joint product offerings, potentially increasing sales by 30% for both businesses during promotional periods.

Collaboration Example:

Tosh's Urban Garden could provide a selection of their herbal teas for Soulfitness Studio's fitness classes. After the class, participants can enjoy a complimentary herbal tea that aligns with their wellness goals. In return, Soulfitness could promote Tosh's products in their newsletters and social media, leading to increased brand visibility and customer engagement for both parties.

Synergy Potential:

This partnership uniquely blends physical fitness with natural wellness, appealing to consumers looking for holistic health solutions. The combination of fitness and herbal remedies creates a distinctive market offering that stands out in Jacksonville's health scene.

Action Items:

1. Schedule a meeting between Latachia Kins-Hunt and Janice Curry to discuss collaboration details.
2. Develop a marketing plan highlighting the new wellness package that includes both businesses' offerings.
3. Create promotional materials (flyers, social media posts) to announce the partnership and attract customers.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center! Tosh's Urban Garden

Reasoning:

Soulfitness Studio's target audience overlaps significantly with Tosh's Urban Garden's customer base. Soulfitness can refer clients who are interested in natural health products, enhancing the customer experience without directly competing.

Value Proposition:

By referring clients to Tosh's Urban Garden, Soulfitness can earn a referral fee of 10% on any sales made from their clients, creating a new revenue source with little overhead.

Collaboration Example:

Soulfitness Studio could create a dedicated section in their facility that features Tosh's herbal products, such as teas and tinctures. Whenever a client purchases these products through Soulfitness, they receive a discount on their fitness membership, while Tosh's Urban Garden benefits from increased sales. This arrangement encourages cross-promotion and builds customer loyalty.

Synergy Potential:

The referral relationship leverages both businesses' customer trust, enhancing the perceived value of each other's offerings. This unique synergy allows customers to seamlessly integrate fitness and herbal wellness into their routines.

Action Items:

1. Create a referral agreement detailing the commission structure between both businesses.
2. Design a special promotional campaign featuring Tosh's products in Soulfitness Studio's marketing.
3. Train Soulfitness staff on the benefits of Tosh's products to effectively communicate to clients.

Value: MEDIUM

MUTUAL BENEFIT