

BUSINESS RELATIONSHIP ANALYSIS

The Collective Om !” Tosh’s Urban Garden

2 Relationships Identified

BUSINESS PROFILES

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

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

85% conf

Tosh’s Urban Garden !’ The Collective Om

Reasoning:

Both businesses target health-conscious individuals and small teams interested in wellness. By collaborating, Tosh's Urban Garden can provide natural herbal products to The Collective Om's clients, while The Collective Om can offer holistic health services to Tosh's customers, enhancing value for both.

Value Proposition:

This partnership could generate an additional \$2,000 monthly in sales for Tosh's Urban Garden from product bundles offered at The Collective Om's sessions, while The Collective Om could see a 20% increase in client engagement through the introduction of herbal products in their offerings.

Collaboration Example:

Tosh's Urban Garden could create a specific herbal tea blend for The Collective Om's wellness workshops. For example, during a 'Mindfulness and Wellness' workshop, participants receive a complimentary tea sample that promotes relaxation. In return, The Collective Om would promote Tosh's products in their marketing materials and social media, establishing a shared revenue model from sales generated at these events.

Synergy Potential:

The unique synergy lies in their shared focus on enhancing individual wellness, with Tosh's Urban Garden bringing the tangible herbal products, while The Collective Om provides the holistic experience, creating a comprehensive health offering.

Action Items:

1. Organize a joint wellness workshop event within the next month, featuring both herbal products and holistic services.
2. Develop a co-branded marketing strategy to promote the workshop and products through social media and email campaigns.
3. Set up a cross-promotional system where each business offers discounts on the other's services/products for clients who participate in workshops.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

The Collective Om | Tosh's Urban Garden

Reasoning:

The Collective Om serves a similar target market as Tosh's Urban Garden, focusing on health-conscious individuals. They can refer clients seeking natural products to Tosh's Urban Garden without competing, benefiting both businesses.

Value Proposition:

The Collective Om could increase its value proposition by providing clients with trusted product recommendations, potentially resulting in a 10% increase in client retention and referrals, while Tosh's Urban Garden gains access to a new customer base.

Collaboration Example:

During a client consultation, a Collective Om practitioner identifies a client interested in natural stress relief products and refers them to Tosh's Urban Garden for their herbal tea options. The Collective Om tracks referrals, and for each referral that converts, Tosh's Urban Garden provides a 10% commission, creating an ongoing revenue stream for The Collective Om.

Synergy Potential:

This pairing is unique as it combines service and product, allowing clients to receive holistic advice while being directed to high-quality, natural products, enhancing their overall wellness journey.

Action Items:

1. Create an easy-to-use referral system where Collective Om practitioners can submit referral forms for Tosh's products.
2. Host a joint open house event where clients can learn about both services and products, fostering community engagement.
3. Develop a shared promotional flyer highlighting both businesses' offerings to distribute at both locations.

Value: MEDIUM

MUTUAL BENEFIT