

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

COLLABORATION 1/2

85% conf

WhitBits Cookies!" Simple Creations By T

Reasoning:

WhitBits Cookies specializes in homemade cookies, which can serve as delightful treats for Simple Creations By T's custom gifts and events. By collaborating, they can enhance their product offering and provide a more comprehensive service to event planners and individuals celebrating milestones.

Value Proposition:

By bundling homemade cookies with custom gifts, both businesses could see a revenue increase of up to 30% during peak gifting seasons like holidays and birthdays.

Collaboration Example:

WhitBits Cookies could supply a selection of themed cookie boxes for Simple Creations By T's holiday gift packages. For instance, during Valentine's Day, they could create heart-shaped cookies that Tiana includes in her custom gift baskets. Together, they could market these bundles on social media, with each sale generating approximately \$25, splitting profits evenly.

Synergy Potential:

The combination of homemade cookies and personalized gifts creates a unique offering that enhances customer experience, setting both businesses apart from competitors who offer only one type of product.

Action Items:

1. Set up a joint meeting to brainstorm themed cookie and gift bundle ideas.
2. Create a marketing plan to promote the collaborative products through social media and email campaigns.
3. Develop a pricing strategy that ensures profitability while remaining attractive to customers.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! WhitBits Cookies

Reasoning:

Simple Creations By T targets individuals and organizations that celebrate milestones, which overlaps with WhitBits Cookies' target market of corporate professionals and event planners who may also need gifts for such occasions. Referring clients to each other could increase customer base without direct competition.

Value Proposition:

By referring clients to each other, both businesses can tap into new customer segments, potentially increasing sales by 20% within the year.

Collaboration Example:

When Simple Creations By T receives an order for a corporate event, Tiana can refer her clients to WhitBits Cookies for catering their dessert needs, ensuring a complete package. For example, if a company orders custom mugs for an event, Tiana recommends a cookie platter from WhitBits, leading to a sale of \$200 worth of cookies.

Synergy Potential:

The unique synergy lies in their combined ability to cater to milestone celebrations, making them a go-to source for customers looking for comprehensive event solutions.

Action Items:

1. Create a referral agreement outlining the process for client introductions.
2. Develop a shared marketing collateral that highlights both businesses' offerings for event planners.
3. Schedule a monthly check-in to discuss referral success and optimize the process.

Value: MEDIUM

MUTUAL BENEFIT