

BUSINESS RELATIONSHIP ANALYSIS

N o s e n i o r l e f t b e h i n d f l . o r g ! " T o s h ' s U r b a n G a

2 Relationships Identified

BUSINESS PROFILES

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

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 .

REFERRAL 1/2

75% conf

Tosh's Urban Garden !' Noseniorleftbehindfl.org

Reasoning:

Both businesses target health-conscious individuals and seniors who may be seeking alternative health options. Tosh's Urban Garden can refer their health products to seniors who are interested in maintaining their health naturally, while Noseniorleftbehindfl.org can recommend Tosh's products to seniors seeking holistic treatments.

Value Proposition:

Increased customer base for both businesses, leading to potential revenue growth of 20% through cross-referrals.

Collaboration Example:

Tosh's Urban Garden can create a special 'Senior Wellness Package' featuring herbal teas and tinctures tailored for seniors. Noseniorleftbehindfl.org can promote this package during their assessments, and in return, they receive a referral fee for each package sold, enhancing their service offerings without additional costs.

Synergy Potential:

The unique synergy lies in their shared commitment to health and wellness, allowing for a seamless integration of natural health products into the lifestyle services offered to seniors. This partnership could set a precedent for holistic health approaches among the elderly.

Action Items:

1. Develop a referral agreement outlining the commission for each sale generated from the senior assessments.
2. Create educational materials about the benefits of herbal products specifically aimed at seniors to be distributed during assessments.
3. Schedule a joint marketing campaign targeting local seniors through community centers and health fairs.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org !' Tosh's Urban Garden

Reasoning:

Noseniorleftbehindfl.org provides services to seniors, a demographic that could benefit from the natural health products offered by Tosh's Urban Garden. They can refer clients who are interested in alternative health solutions.

Value Proposition:

Potential for increased sales to a new customer segment, boosting Tosh's revenue by 15% through targeted referrals from a trusted source.

Collaboration Example:

Noseniorleftbehindfl.org can organize a monthly 'Healthy Living' workshop for seniors, featuring Tosh's Urban Garden products. During these workshops, participants can sample teas and learn about the benefits of herbal remedies, creating an engaging experience that drives sales and helps seniors find natural health solutions.

Synergy Potential:

This partnership uniquely combines professional services for seniors with health and wellness products, offering a comprehensive solution for maintaining independence and well-being.

Action Items:

1. Plan and schedule the first 'Healthy Living' workshop at a local senior community center.
2. Create promotional materials for the workshop, highlighting the benefits of Tosh's products.
3. Gather feedback from participants to refine future workshops and product offerings.

Value: MEDIUM

MUTUAL BENEFIT