

BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc!" Tosh's Urban

2 Relationships Identified

BUSINESS PROFILES

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

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!' Connections to the Nations Llc

Reasoning:

Tosh's Urban Garden could host a wellness booth at Connections to the Nations' community fairs. This partnership allows Tosh's to reach a broader audience while providing valuable health insights and products to fair attendees.

Value Proposition:

Tosh's Urban Garden can potentially generate \$2,000 in sales during a fair, while Connections to the Nations enhances its event offerings, attracting more attendees and local businesses.

Collaboration Example:

During the next community fair, Tosh's Urban Garden sets up a booth offering free herbal tea samples and short workshops on the benefits of herbal remedies. In return, Connections to the Nations promotes Tosh's as a highlight of the event, potentially increasing attendance by 20%. Both businesses agree to split any revenue from product sales at the fair.

Synergy Potential:

This partnership is unique because it combines health awareness with community engagement, allowing both businesses to tap into the growing trend of holistic wellness while increasing foot traffic at events.

Action Items:

1. Schedule a meeting between Latachia and Arlene to discuss collaboration logistics.
2. Create promotional materials highlighting Tosh's participation in the fair.
3. Develop a product offering specifically for the fair attendees, such as a discounted wellness package.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc!' Tosh's Urban Garden

Reasoning:

Connections to the Nations can refer its business clients to Tosh's Urban Garden, focusing on health-conscious businesses that might want to offer natural products to their employees or customers.

Value Proposition:

Tosh's could see an increase in B2B sales, with potential orders worth \$1,500 from local businesses looking to provide wellness products for corporate gifting or employee wellness programs.

Collaboration Example:

Connections to the Nations identifies several businesses attending the fair that prioritize employee wellness. They introduce Tosh's Urban Garden to these businesses, leading to a bulk order of herbal teas and tinctures for employee wellness kits, generating an initial \$1,500 sale.

Synergy Potential:

The referral relationship is powerful as it aligns Tosh's product offerings with businesses that share a common goal of promoting health and wellness, creating a network of businesses committed to community health.

Action Items:

1. Create a referral program where Connections can earn a commission on sales generated from their referrals.
2. Develop a brochure for Connections to distribute to businesses detailing Tosh's product offerings and benefits.
3. Set up a follow-up meeting after the fair to discuss potential referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT