

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Whit

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

COLLABORATION 1/2

80% conf

Celebrate & Smile International Steppers !” WhitBits Cookies

Reasoning:

Celebrate & Smile International Steppers focuses on community enhancement through dance, which can pair well with WhitBits Cookies' target market of corporate professionals and event planners. Both businesses serve clients interested in enhancing their events or workplace culture, making a collaboration feasible and beneficial.

Value Proposition:

By collaborating on corporate events, both businesses could attract new clients, leading to a potential revenue increase of up to 30% per event, given the combined appeal of dance workshops and homemade cookies.

Collaboration Example:

WhitBits Cookies could sponsor a 'Dance and Dessert' corporate team-building event organized by Celebrate & Smile, where employees enjoy a dance workshop followed by a sampling of gourmet cookies. The event could cost companies \$1,000, with Celebrate receiving \$700 and WhitBits \$300, while both gain exposure to new clients.

Synergy Potential:

The unique synergy lies in combining physical engagement through dance with the comforting experience of gourmet cookies, creating a memorable and holistic corporate event that stands out in the market.

Action Items:

1. Schedule a meeting between Tiffany and Whitney to discuss event logistics and pricing.

2. Create a marketing plan for the 'Dance and Dessert' event, targeting local businesses and corporate clients.
3. Develop a follow-up strategy post-event to gather feedback and explore additional partnership opportunities.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

WhitBits Cookies !' Celebrate & Smile International Steppers

Reasoning:

WhitBits Cookies could provide snacks for Celebrate & Smile's dance events, enhancing the overall experience for participants. This vendor relationship can help Celebrate create a stronger atmosphere during their workshops.

Value Proposition:

Incorporating WhitBits cookies into Celebrate's events can improve attendee satisfaction, leading to higher retention and a potential increase in repeat clients by 20%.

Collaboration Example:

For each dance workshop hosted by Celebrate, WhitBits can supply a variety of cookie platters for participants. If Celebrate hosts 12 workshops a year with an average of 15 attendees, WhitBits could generate \$2,400 in sales while gaining exposure to a new audience.

Synergy Potential:

This vendor relationship leverages WhitBits' homemade appeal to enhance the artistic experience of dance workshops, creating a unique, delightful environment that keeps participants coming back.

Action Items:

1. Whitney to create a cookie menu tailored for Celebrate's events.
2. Tiffany to provide an estimate of how many workshops will need catering services.
3. Arrange a tasting session to finalize cookie selections for the upcoming workshops.

Value: MEDIUM

MUTUAL BENEFIT