

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !" WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas
Industry: Professional Services
Events and Experiences

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

COLLABORATION 1/2

85% conf

Be Present Detalles !" WhitBits Cookies

Reasoning:

Be Present Detalles specializes in creating events, making them an excellent partner for WhitBits Cookies, which can provide homemade cookies for these events. This collaboration allows both businesses to tap into each other's markets, enhancing event experiences with quality refreshments.

Value Proposition:

By collaborating on events, Be Present Detalles can offer unique cookie catering as part of their event packages, potentially increasing event sales by 20%. WhitBits can gain access to new corporate clients through Be Present's established event planner connections.

Collaboration Example:

For an upcoming corporate retreat organized by Be Present Detalles, they can include a cookie-tasting station featuring WhitBits Cookies. Attendees can sample a variety of cookies, creating a memorable experience. Be Present Detalles gives WhitBits a \$1,000 contract for cookies for 100 guests, while WhitBits gains visibility among corporate professionals, leading to potential future orders.

Synergy Potential:

This pairing is unique because it combines high-quality event planning with artisanal food, offering a complete sensory experience that elevates corporate events beyond the standard fare. The combination of creativity in event design and delicious homemade cookies caters specifically to the upscale market that both businesses target.

Action Items:

1. Schedule a meeting between De'Ana Aguas and Whitney Branch to discuss potential collaborative events.
2. Develop a package deal for corporate clients that includes event planning services and cookie catering.
3. Create promotional materials highlighting the collaboration to share with both businesses' client bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

WhitBits Cookies!' Be Present Detalles**Reasoning:**

WhitBits Cookies targets corporate professionals who frequently organize events, making them a potential source of referrals for Be Present Detalles. Conversely, Be Present Detalles can recommend WhitBits to their clients looking for quality catering options.

Value Proposition:

WhitBits can refer Be Present to their clients, potentially increasing Be Present's client base by 15-25%. This synergy allows WhitBits to provide added value to their clients by recommending a trusted event planner.

Collaboration Example:

WhitBits can include a referral card with their cookie orders, promoting Be Present Detalles' services for event planning. For every referral that leads to a booked event, Be Present can offer a 10% discount on cookie orders, creating a win-win situation.

Synergy Potential:

The referral relationship enhances both businesses' service offerings without direct competition, creating a supportive ecosystem for corporate clients who appreciate quality and professionalism in both event planning and catering.

Action Items:

1. Design referral cards for WhitBits to include with cookie shipments promoting Be Present's services.
2. Set up a tracking system to monitor referrals and incentives for both businesses.
3. Conduct a joint marketing campaign to highlight the partnership to both client bases.

Value: MEDIUM

MUTUAL BENEFIT