

# BUSINESS RELATIONSHIP ANALYSIS

## MyahnArt LLC !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### MyahnArt LLC

Contact: Myah Freeman  
Industry: Marketing & Design  
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

#### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

REFERRAL 1/2

75% conf

MyahnArt LLC !” WhitBits Cookies

#### Reasoning:

MyahnArt LLC focuses on enhancing aesthetics and customer experience, which aligns with WhitBits Cookies' target market of corporate professionals and event planners. By referring clients to each other, both businesses can offer a more comprehensive service package that appeals to their overlapping clientele.

#### Value Proposition:

Increased client referrals could lead to a 20% boost in revenue for both businesses, tapping into each other's customer base.

#### Collaboration Example:

MyahnArt can refer clients looking for event catering to WhitBits Cookies for their corporate events. For example, if a local business requests a mural for their office, MyahnArt can suggest WhitBits as a cookie vendor for their upcoming office launch party. In return, WhitBits can recommend MyahnArt for any corporate events needing live art, creating a seamless experience for event planners.

#### Synergy Potential:

The unique synergy lies in combining creative visual aesthetics with delightful culinary treats, enhancing the overall customer experience at corporate events. This partnership stands out as it not only serves the aesthetic needs but also the catering needs of corporate clients.

### Action Items:

1. Schedule a meeting to discuss referral terms and mutual client needs.
2. Create a joint marketing flyer that highlights both services for corporate events.
3. Set up a monthly check-in to share feedback on referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

80% conf

MyahnArt LLC's WhitBits Cookies

### Reasoning:

Both businesses target event planners and corporate professionals, making them ideal collaborators for joint events or promotions. Live painting services alongside freshly baked cookies can create a unique atmosphere at events, enhancing customer experiences.

### Value Proposition:

By collaborating on event packages, they could potentially double their sales for a single event, allowing them to offer an attractive combined service that differentiates them from competitors.

### Collaboration Example:

MyahnArt and WhitBits Cookies could co-host a 'Corporate Creativity Day' where they provide a live painting session while attendees enjoy a cookie tasting. For example, during a corporate retreat, MyahnArt sets up a mural painting booth while WhitBits offers a selection of cookies. Both businesses split the event fee of \$2,000, each earning \$1,000 while gaining exposure to new potential clients.

### Synergy Potential:

This pairing is unique as it combines visual art and culinary delights, providing a multi-sensory experience that stands out in the corporate event space, appealing to companies looking to impress their clients and staff.

### Action Items:

1. Develop a joint event proposal to market to local businesses.
2. Create a social media campaign showcasing the collaboration and upcoming events.
3. Plan a pilot event to test response and gather feedback for future collaborations.

Value: HIGH

MUTUAL BENEFIT