

# BUSINESS RELATIONSHIP ANALYSIS

Free Agents Inc!" WhitBits Cookies

2 Relationships Identified

## BUSINESS PROFILES

### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### WhitBits Cookies

Contact: Whitney Branch  
Industry: Professional Services  
Homemade cookies

REFERRAL 1/2

75% conf

Free Agents Inc!" WhitBits Cookies

#### Reasoning:

Both Free Agents Inc and WhitBits Cookies target corporate professionals, albeit in different capacities. Free Agents can refer their clients, particularly office managers and event planners, to WhitBits for catering needs, while WhitBits can recommend Free Agents for any business consultancy services their clients may require.

#### Value Proposition:

Both businesses can tap into each other's client bases, potentially increasing customer referrals by 10-15%, leading to higher revenue.

#### Collaboration Example:

Free Agents Inc can create a small referral program where they recommend WhitBits for corporate events, offering a 10% discount to clients on their first cookie order. In exchange, WhitBits provides Free Agents' clients with a coupon for their services, leading to increased sales for both companies and deeper client relationships.

#### Synergy Potential:

The unique synergy lies in the alignment of their target markets, allowing each to enhance the service offerings of the other, creating a more comprehensive value proposition for their clients.

#### Action Items:

1. Develop a formal referral program outlining mutual benefits and incentives.

2. Host a joint networking event where both client bases can interact and learn about each other's services.
3. Create co-branded marketing materials that highlight the referral partnership.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

65% conf

WhitBits Cookies |' Free Agents Inc

### Reasoning:

WhitBits Cookies can supply their homemade cookies to Free Agents Inc for any corporate events or meetings they hold, enhancing the professional service atmosphere with quality refreshments.

### Value Proposition:

Free Agents can improve their client meetings by providing high-quality cookies, potentially increasing client satisfaction and leading to repeat business, while WhitBits gains a steady order stream from Free Agents.

### Collaboration Example:

Free Agents organizes a monthly business seminar for their clients and orders a variety of cookie platters from WhitBits to serve during the event. This not only elevates the experience for their clients but also allows WhitBits to showcase their products to a curated audience, leading to new orders from attendees.

### Synergy Potential:

This relationship is unique because it combines the professional consulting environment of Free Agents with the artisanal touch of homemade cookies from WhitBits, creating memorable experiences that can enhance client engagement.

### Action Items:

1. Establish a pricing agreement for bulk orders of cookies for events hosted by Free Agents.
2. Schedule a tasting session for Free Agents staff to experience the cookie offerings firsthand.
3. Create a co-branded flyer for Free Agents' clients showcasing WhitBits' catering options.

Value: MEDIUM

MUTUAL BENEFIT