

# BUSINESS RELATIONSHIP ANALYSIS

## Celebrate & Smile International Steppers !” Tosh ’

2 Relationships Identified

### BUSINESS PROFILES

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

#### 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 !' Celebrate & Smile International Steppers

##### Reasoning:

Tosh's Urban Garden focuses on health and wellness while Celebrate & Smile International Steppers enhances community well-being through dance. Jointly, they can create events that promote healthy living through both herbal products and physical activity, appealing to their target customers.

##### Value Proposition:

By collaborating on health and wellness events, both businesses can increase customer engagement and sales, potentially generating an additional \$5,000 in revenue from ticket sales and product sales at a single event.

##### Collaboration Example:

Tosh's Urban Garden could sponsor a 'Healthy Living Dance Festival' organized by Celebrate & Smile, where they provide free samples of herbal teas and health products at the event. In turn, Celebrate & Smile promotes these products to their participants, creating a vibrant atmosphere of health and wellness. Together, they could attract over 200 attendees, allowing Tosh's to sell their products directly and enhance brand awareness.

##### Synergy Potential:

This partnership uniquely combines physical health through dance with the internal health benefits of natural herbal products, creating a holistic approach to wellness that neither business could achieve alone.

**Action Items:**

1. Host an initial planning meeting to outline event logistics and marketing strategies.
2. Create a joint social media campaign to promote the 'Healthy Living Dance Festival' and drive ticket sales.
3. Develop an exclusive discount package for festival attendees to purchase Tosh's products after the event.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Celebrate & Smile International Steppers !' Tosh's Urban Garden****Reasoning:**

Celebrate & Smile serves clients and groups that value wellness and community, making them potential referrers to Tosh's Urban Garden for health products.

**Value Proposition:**

Celebrate & Smile could earn referral commissions of up to 15% on any product sales generated from their referrals, creating a new revenue stream without additional costs.

**Collaboration Example:**

For every workshop or event Celebrate & Smile organizes, they could recommend Tosh's Urban Garden products as part of a health package. When a corporation books a dance workshop, they can also receive a curated health kit from Tosh's, enhancing the experience and driving sales for Tosh's.

**Synergy Potential:**

This referral relationship leverages Celebrate & Smile's access to corporate clients who are already focusing on employee wellness, aligning perfectly with Tosh's mission to promote health through natural products.

**Action Items:**

1. Create a referral agreement outlining commission structures and partnership details.
2. Schedule training for Celebrate & Smile staff on Tosh's products to ensure they can effectively promote them.
3. Develop promotional materials that Celebrate & Smile can distribute to their clients, highlighting Tosh's offerings.

Value: MEDIUM

MUTUAL BENEFIT