

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Tosh’s Urban Gard

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

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

80% conf

Tosh’s Urban Garden !” Complete Renewal LLC

Reasoning:

Both Tosh’s Urban Garden and Complete Renewal operate within the health and wellness sector, targeting health-conscious individuals. They can create a special event that combines their expertise, attracting customers interested in both herbal products and plant-based skincare solutions.

Value Proposition:

By collaborating on a wellness event, they can attract a larger audience and potentially increase sales by 30% during the event, while also building a customer base for future marketing.

Collaboration Example:

Tosh’s Urban Garden and Complete Renewal could co-host a 'Holistic Health & Beauty Fair' in a local park, offering workshops on herbal remedies and skincare routines. Attendees would pay a \$20 entry fee, and both businesses would set up booths to sell their products, potentially earning \$2,000 each from product sales and \$1,500 from entry fees, leading to a combined revenue of \$5,500.

Synergy Potential:

This partnership uniquely combines herbal wellness with natural skincare, appealing to a niche market of health-conscious consumers who value holistic solutions, thus enhancing both brands' visibility and credibility.

Action Items:

1. Schedule a planning meeting to discuss event logistics and responsibilities.
2. Design promotional materials highlighting the unique offerings of both businesses.
3. Create a shared social media campaign to promote the event and engage both audiences.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Complete Renewal LLC !' Tosh's Urban Garden**Reasoning:**

Both businesses cater to health-conscious individuals but with different product focuses. They can refer clients to each other without competing for the same customer base, creating a mutually beneficial referral network.

Value Proposition:

By establishing a referral program, both businesses could gain an additional 15% in sales as they recommend each other's products to their respective clients.

Collaboration Example:

Complete Renewal can include Tosh's Urban Garden herbal teas as recommended products in their skincare consultations, while Tosh's Urban Garden can provide Complete Renewal samples during their health workshops. For every successful referral, businesses could agree to split a \$5 commission, resulting in additional revenue streams for both.

Synergy Potential:

This pairing is unique because it combines skincare and herbal wellness, providing a holistic health experience that is greater than the sum of its parts, attracting a clientele eager for comprehensive health solutions.

Action Items:

1. Develop a formal referral agreement outlining commission structures.
2. Create co-branded marketing materials to promote the referral program.
3. Host an introductory meeting to educate each team on the other's services for effective referrals.

Value: MEDIUM

MUTUAL BENEFIT