

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Tosh's Urban Garden

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

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

75% conf

Tosh's Urban Garden!" Be Present Detalles

Reasoning:

Tosh's Urban Garden offers natural herbal products which can enhance the wellness experience at events organized by Be Present Detalles. By collaborating, they can create themed events that integrate holistic health practices, attracting a broader audience.

Value Proposition:

By hosting joint wellness-themed events, both businesses can increase customer engagement and attract new clients, potentially generating \$10,000 in revenue from ticket sales and product sales over the course of several events.

Collaboration Example:

Tosh's Urban Garden could supply herbal teas and wellness kits for a 'Wellness Retreat' event organized by Be Present Detalles. Attendees would enjoy herbal tea tastings while participating in yoga sessions led by local instructors. Tosh's Urban Garden can sell their products at the event, while Be Present Detalles showcases their event planning expertise, leading to increased visibility and sales for both businesses.

Synergy Potential:

This partnership combines health and wellness with experiential events, appealing to both eco-conscious clients and busy professionals looking for unique self-care experiences. The integration of natural products into events is a unique offering that sets them apart from typical event planning services.

Action Items:

1. Schedule a planning meeting to outline potential event themes and dates.
2. Develop a marketing strategy that highlights the wellness aspect of the events.
3. Create a joint promotional campaign on social media to attract attendees.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Be Present Detalles !' Tosh's Urban Garden

Reasoning:

Both businesses target health-conscious individuals, albeit from different angles. Be Present Detalles can refer clients looking for wellness products to Tosh's Urban Garden, enhancing their service offerings without competition.

Value Proposition:

By referring clients to Tosh's Urban Garden, Be Present Detalles can enhance its value proposition, potentially leading to an increase in referrals back to their event services, ultimately driving higher revenue for both businesses.

Collaboration Example:

Be Present Detalles could include a gift basket from Tosh's Urban Garden as part of their event packages for clients celebrating milestones like anniversaries or corporate events. Each basket could feature teas and tinctures, directly introducing new customers to Tosh's brand.

Synergy Potential:

The referral relationship leverages Be Present Detalles' established client base of busy professionals and couples, directly introducing them to Tosh's unique wellness offerings, creating a win-win scenario that enhances customer satisfaction for both businesses.

Action Items:

1. Create a referral agreement outlining the benefits for both businesses.
2. Develop promotional materials highlighting Tosh's products for Be Present Detalles' events.
3. Host an introductory event where clients can sample Tosh's products.

Value: MEDIUM

MUTUAL BENEFIT