

# BUSINESS RELATIONSHIP ANALYSIS

## The Collective Om !” WhitBits Cookies

2 Relationships Identified

### BUSINESS PROFILES

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### REFERRAL 1/2

70% conf

## The Collective Om !” WhitBits Cookies

#### Reasoning:

Both businesses target professionals, albeit in different contexts. The Collective Om focuses on holistic health for women, while WhitBits Cookies caters to corporate professionals and event planners. They can refer clients to each other when the needs align, expanding their customer bases.

#### Value Proposition:

Access to new customer segments; The Collective Om could gain clients from corporate professionals looking for wellness services, and WhitBits Cookies could reach new clients through health-focused events.

#### Collaboration Example:

When a corporate event planner books WhitBits Cookies to provide desserts for a health-themed corporate wellness day, they can also refer participants to The Collective Om for wellness workshops. For instance, The Collective Om can host a 1-hour workshop on stress management, while attendees enjoy WhitBits Cookies. This can drive interest in both businesses, generating leads for The Collective Om and increasing cookie sales for WhitBits.

#### Synergy Potential:

The pairing is unique because it blends health and indulgence—corporate professionals often struggle with work-life balance, making wellness initiatives appealing as a counterbalance to their high-stress roles.

**Action Items:**

1. Establish a referral agreement where both parties agree to promote each other's services at events.
2. Create joint marketing materials highlighting the synergy between cookie breaks and wellness workshops.
3. Schedule an initial meeting to brainstorm and outline specific event opportunities for the upcoming month.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

60% conf

WhitBits Cookies!' The Collective Om

**Reasoning:**

WhitBits Cookies could supply cookies for events hosted by The Collective Om, especially for workshops or retreats focused on self-growth, enhancing the experience with indulgent treats. This could lead to increased visibility for both businesses.

**Value Proposition:**

By providing cookies for wellness workshops, WhitBits could earn additional revenue while The Collective Om can enhance their client experience, making events more enjoyable and memorable.

**Collaboration Example:**

During a weekend retreat organized by The Collective Om, they could offer participants a snack break featuring WhitBits Cookies. This could be positioned as a 'guilt-free indulgence' that complements the wellness journey, allowing participants to enjoy delicious cookies while learning about holistic health. If 20 participants enjoy the cookies, this could lead to a \$300 order for WhitBits, while The Collective Om enhances its retreat offering.

**Synergy Potential:**

This partnership is special because it integrates indulgence into wellness, creating a unique experience that appeals to attendees who seek balance in their lives, thus enhancing the value of both services.

**Action Items:**

1. Schedule a tasting event where The Collective Om can sample WhitBits Cookies at an upcoming wellness workshop.
2. Create a menu of cookie options tailored to fit wellness themes for future events.
3. Discuss potential volume discounts for bulk orders during retreats and workshops.

Value: MEDIUM

MUTUAL BENEFIT