

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” WhitBits C

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### WhitBits Cookies

Contact: Whitney Branch

Industry: Professional Services

Homemade cookies

### REFERRAL 1/2

80% conf

#### Communicate Design & Marketing !” WhitBits Cookies

##### Reasoning:

Communicate Design & Marketing targets founders and entrepreneurs, which aligns with WhitBits Cookies' market of corporate professionals and event planners. They can refer clients to each other, as office events or corporate meetings often require catering, including desserts like cookies.

##### Value Proposition:

By referring clients back and forth, both businesses can increase their client base, leading to an estimated increase in revenue by 20-30% for each business through new leads.

##### Collaboration Example:

Communicate could recommend WhitBits Cookies to its clients who are planning events or meetings, such as a local startup launching a new product. In return, WhitBits could feature Communicate's branding services on their website, showcasing how excellent branding can enhance the appeal of their cookie offerings for corporate gifting.

##### Synergy Potential:

This pairing is unique as Communicate can enhance WhitBits' branding and marketing reach, while WhitBits can provide tangible products that Communicate's clients can use for promotions or events, creating a symbiotic relationship.

**Action Items:**

1. Schedule a meeting between Kate and Whitney to discuss potential referral strategies.
2. Create a referral program that includes special discounts or offers for clients referred by either business.
3. Develop co-branded marketing materials that highlight the partnership and its benefits.

Value: MEDIUM

MUTUAL BENEFIT

**VENDOR 2/2**

70% conf

WhitBits Cookies !' Communicate Design & Marketing

**Reasoning:**

WhitBits could provide cookies for events that Communicate organizes for its clients, enhancing the overall experience. This creates a vendor relationship where WhitBits supplies products directly to Communicate's events.

**Value Proposition:**

WhitBits could secure consistent orders from Communicate for events, potentially leading to an additional \$1,000 in revenue per month during peak event seasons.

**Collaboration Example:**

When Communicate hosts a branding workshop for local entrepreneurs, they could order a large batch of custom cookies from WhitBits to serve as refreshments. WhitBits would provide a cookie platter featuring the workshop's branding, making it memorable and delicious, while Communicate showcases local vendors to its clients.

**Synergy Potential:**

This relationship stands out because it allows both businesses to leverage their strengths: Communicate enhances client events with high-quality cookies, while WhitBits gains exposure to potential new clients through these events.

**Action Items:**

1. Create a menu of cookie options tailored for corporate events and workshops.
2. Draft an agreement for preferred vendor pricing for Communicate's events.
3. Plan a tasting session for Communicate's team to select the best offerings for their events.

Value: HIGH

MUTUAL BENEFIT