

# BUSINESS RELATIONSHIP ANALYSIS

## MyahnArt LLC !” Tosh’s Urban Garden

2 Relationships Identified

### BUSINESS PROFILES

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

#### 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 !” MyahnArt LLC

#### Reasoning:

Tosh’s Urban Garden could collaborate with MyahnArt LLC to create a unique pop-up event that combines wellness and art. This event would attract health-conscious individuals and art enthusiasts alike, benefiting both businesses by increasing exposure and customer engagement.

#### Value Proposition:

This collaboration could generate additional revenue through event ticket sales, estimated at \$1,500 for a one-day event, plus increased foot traffic and sales for both businesses.

#### Collaboration Example:

Tosh’s Urban Garden organizes a 'Wellness and Art Day' where MyahnArt creates an interactive mural while offering live painting sessions. Attendees purchase tickets for \$25, receiving a sample of herbal teas and a chance to see the mural come to life. Both businesses promote the event through their channels, sharing profits from ticket sales and gaining new customers.

#### Synergy Potential:

The combination of health and wellness with creative expression uniquely positions this partnership to attract a diverse audience, differentiating it from typical health or art events.

**Action Items:**

1. Schedule a meeting between Latachia Kins-Hunt and Myah Freeman to discuss event logistics.
2. Create a joint marketing plan that includes social media promotion and local partnerships.
3. Design a ticketing system for the event and set a date within the next month.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

MyahnArt LLC !' Tosh's Urban Garden

**Reasoning:**

MyahnArt LLC serves businesses that seek to enhance their customer experience, which aligns with Tosh's Urban Garden's target market of health-conscious individuals. They can refer clients looking for natural health products to each other, creating a mutually beneficial referral network.

**Value Proposition:**

This referral relationship could lead to a 15% increase in customers for Tosh's Urban Garden, translating to an additional \$2,000 in monthly sales as MyahnArt refers clients looking for health products.

**Collaboration Example:**

MyahnArt decorates a local wellness café that sells Tosh's products. After the project, Myah gives the café owner a referral card for Tosh's Urban Garden, encouraging them to stock and promote the herbal products. The café places an order of \$500 worth of products, benefiting both businesses.

**Synergy Potential:**

The pairing of a health-focused business with an art business creates a unique cross-promotion opportunity that appeals to an audience seeking both aesthetic and wellness solutions.

**Action Items:**

1. Develop a referral program that includes incentive discounts for clients referred.
2. Create promotional materials that MyahnArt can distribute to potential clients highlighting Tosh's products.
3. Set up a meeting to discuss how both businesses can integrate their services into client projects.

Value: MEDIUM

MUTUAL BENEFIT