

BUSINESS RELATIONSHIP ANALYSIS

Big Rig Compliance Pros!" Enriquez Aesthetics

2 Relationships Identified

BUSINESS PROFILES

Big Rig Compliance Pros

Contact: Sherika Carter

Industry: Professional Services

Big Rig Compliance Pros helps truck drivers and trucking companies stay compliant with State and Federal regulations by handling filings, renewals, permits and other back office paperwork so they can focus on driving.

Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

REFERRAL 1/2

70% conf

Enriquez Aesthetics!" Big Rig Compliance Pros

Reasoning:

Both businesses serve distinct but overlapping target markets. Enriquez Aesthetics focuses on individuals seeking skincare solutions, while Big Rig Compliance Pros targets truck drivers and fleet owners. The truck drivers often face stress that can exacerbate skin conditions, making them potential clients for Enriquez Aesthetics.

Value Proposition:

By referring clients to each other, both businesses can expand their customer base and increase revenue by tapping into the client's holistic needs.

Collaboration Example:

Enriquez Aesthetics could provide a special discount on luxury facial experiences to clients referred by Big Rig Compliance Pros. For instance, during an event where Big Rig hosts a seminar for truck drivers, they could hand out exclusive vouchers for facials, and in return, Enriquez Aesthetics would offer a percentage of sales from these referrals back to Big Rig as a commission.

Synergy Potential:

This pairing is unique because it combines wellness with compliance, addressing both mental and physical health needs of truck drivers, which is often overlooked in the logistics industry.

Action Items:

1. Set up a referral agreement specifying commission percentages.
2. Create co-branded marketing materials highlighting the benefits of skincare for truck drivers.
3. Organize a joint event where both businesses can promote their services to their respective clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

Big Rig Compliance Pros !' Enriquez Aesthetics**Reasoning:**

Big Rig Compliance Pros serves truck drivers and fleet owners, who may have chronic skin conditions due to environmental stressors from their profession. Referring these clients to Enriquez Aesthetics can help improve their well-being, making it a mutually beneficial arrangement.

Value Proposition:

By referring clients to Enriquez Aesthetics, Big Rig Compliance Pros can enhance their service offering, showing clients they care about their overall health, which could lead to increased customer loyalty.

Collaboration Example:

During a compliance workshop hosted by Big Rig, they could invite a guest speaker from Enriquez Aesthetics to discuss skincare tips for truck drivers. Attendees would receive a voucher for a discounted facial, and Big Rig would receive a referral fee for each voucher redeemed, thus creating a revenue stream from their network.

Synergy Potential:

This partnership is special because it focuses on the often-neglected health of truck drivers, creating a holistic approach to their well-being while maintaining compliance with industry regulations.

Action Items:

1. Develop a workshop agenda that includes a segment on personal wellness.
2. Create a referral tracking system to monitor the effectiveness of the program.
3. Schedule quarterly review meetings to assess the partnership and make adjustments as necessary.

Value: MEDIUM

MUTUAL BENEFIT