

# BUSINESS RELATIONSHIP ANALYSIS

## Communicate Design & Marketing !” Enriquez A

2 Relationships Identified

### BUSINESS PROFILES

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

#### Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

### VENDOR 1/2

80% conf

#### Enriquez Aesthetics !' Communicate Design & Marketing

##### Reasoning:

Enriquez Aesthetics requires marketing services to improve its brand visibility and attract clients, which makes Communicate an ideal vendor. Conversely, Communicate can use high-quality visuals and branding from Enriquez Aesthetics to enhance its portfolio, making both businesses stronger.

##### Value Proposition:

Enriquez Aesthetics can increase brand awareness leading to an anticipated 20% rise in new clientele, while Communicate can showcase a luxury brand in its portfolio, attracting similar high-end clients.

##### Collaboration Example:

Enriquez Aesthetics hires Communicate to design a new logo and marketing materials for a spring promotional campaign targeting skincare enthusiasts. They agree on a \$3,000 fee for the project, and in return, Communicate features a case study on their website, showcasing the brand transformation and boosting their own visibility.

##### Synergy Potential:

The unique synergy lies in Enriquez Aesthetics' focus on luxury services, which can elevate Communicate's brand image and attract more upscale clients looking for premium marketing solutions.

##### Action Items:

1. Schedule an initial consultation between Bianca and Kate to discuss branding needs.

2. Draft a project proposal outlining the scope, deliverables, and timelines for the logo and marketing materials.
3. Set a timeline for the promotional campaign launch to align marketing and design efforts.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Communicate Design & Marketing !' Enriquez Aesthetics

#### Reasoning:

Both businesses target individuals and entrepreneurs, but they serve different needs which allows for referrals. Communicate can refer clients with skincare needs to Enriquez Aesthetics, while Enriquez can refer clients needing branding or marketing services.

#### Value Proposition:

This referral relationship can lead to increased clientele for both parties, potentially generating an additional \$10,000 in revenue annually for each business through cross-referrals.

#### Collaboration Example:

Communicate Design hosts a networking event for local entrepreneurs where they provide skincare consultations from Enriquez Aesthetics. Each attendee receives a discount card for their first facial experience, leading to potential new clients for Enriquez and valuable connections for Communicate.

#### Synergy Potential:

The dual focus on entrepreneurs and luxury services creates a unique ecosystem where both businesses can leverage each other's networks to enhance client experiences, making the referral more valuable than traditional arrangements.

#### Action Items:

1. Create a referral program with clear guidelines and incentives for both businesses.
2. Design promotional materials that highlight both services for use at networking events.
3. Schedule a joint event to launch the referral initiative, inviting existing clients from both businesses.

Value: MEDIUM

MUTUAL BENEFIT