

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” JAX AI Agency

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### JAX AI Agency

Contact: Vic Bushe  
Industry: Technology  
Technology and AI Consulting

### REFERRAL 1/2

70% conf

#### JAX AI Agency !’ Enriquez Aesthetics

##### Reasoning:

Both JAX AI Agency and Enriquez Aesthetics target different aspects of customer experience but cater to clients interested in enhancing their service delivery. JAX AI could refer clients seeking advanced marketing strategies or automation tools that can enhance the customer experience at Enriquez Aesthetics.

##### Value Proposition:

JAX AI could tap into Enriquez's clientele for technology consulting services, potentially gaining 5-10 new clients annually, while Enriquez could benefit from increased operational efficiency via AI tools.

##### Collaboration Example:

JAX AI Agency refers clients from the real estate industry who require automated customer service solutions to Enriquez Aesthetics. In return, when Enriquez's clients express interest in technology to improve their skincare business, they would be referred to JAX AI. This could lead to a \$10K project for JAX AI as they implement AI-powered booking and customer service solutions.

##### Synergy Potential:

The unique synergy lies in the intersection of technology and a luxury service experience. JAX AI can enhance the operational side of Enriquez Aesthetics while gaining access to a clientele interested in elevating their business through technology.

### Action Items:

1. Set up a meeting between Vic Bushe and Bianca Enriquez to discuss referral agreements.
2. Create a referral program that outlines benefits for both businesses.
3. Develop marketing materials that highlight how AI can enhance customer experiences in luxury services.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

80% conf

JAX AI Agency | Enriquez Aesthetics

### Reasoning:

JAX AI Agency can enhance the digital presence and operational efficiency of Enriquez Aesthetics, while Enriquez can provide high-value case studies for JAX AI's capabilities in the beauty and wellness industry. This collaboration can lead to mutually beneficial projects that leverage AI in marketing and customer engagement.

### Value Proposition:

Through a collaboration, both businesses could enhance their market visibility, potentially increasing revenue by 20% for Enriquez and generating a \$15K project revenue for JAX AI.

### Collaboration Example:

JAX AI Agency designs an AI-driven customer engagement system for Enriquez Aesthetics, allowing clients to book appointments and receive personalized skincare advice through a chatbot on their website. They co-host a launch event where the new system is showcased, attracting new clients to Enriquez and demonstrating JAX AI's capabilities, leading to a \$15K revenue project.

### Synergy Potential:

Combining technology with luxury services creates a unique customer journey that is not typically explored in the Jacksonville market, positioning both businesses as innovators in their respective fields.

### Action Items:

1. Develop a joint marketing plan for the AI-driven customer engagement system.
2. Organize a launch event that showcases both the AI system and Enriquez's services.
3. Create content highlighting the benefits of AI in the beauty industry to share on social media.

Value: HIGH

MUTUAL BENEFIT