

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Soulfitness Studio Health and wellness center

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

PARTNER 1/2

80% conf

Soulfitness Studio Health and wellness center!" ALYS Always Love Yourself

#### Reasoning:

Soulfitness Studio can offer wellness programs that complement the skincare products from ALYS. They could create a joint package that promotes overall health through exercise and skincare, appealing to their shared target market of women over 40.

#### Value Proposition:

By collaborating, both businesses could tap into each other's customer bases, potentially increasing revenue by 20% through bundled offerings.

#### Collaboration Example:

Soulfitness Studio could host a 'Healthy Skin, Healthy You' workshop where participants receive a fitness class followed by a skincare tutorial using ALYS products. Each participant pays \$50 for the workshop, and both businesses share the revenue, leading to an estimated \$1,000 in total earnings for one session.

#### Synergy Potential:

This partnership uniquely combines fitness and skincare, addressing holistic health for mature women, which is an underserved market. It leverages the trust and community each brand has built, enhancing the appeal of both services.

**Action Items:**

1. Schedule a meeting between Janice and Cenita to outline potential joint offerings.
2. Develop a marketing strategy for the bundled workshop including social media promotion.
3. Set a date for the first workshop and create a registration page to track participants.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

ALYS Always Love Yourself! Soulfitness Studio Health and wellness center

**Reasoning:**

ALYS serves the same target market as Soulfitness Studio, focusing on mature women who are interested in health and wellness. Referring customers could enhance both businesses' customer retention and satisfaction.

**Value Proposition:**

Each referral could increase customer acquisition rates by 15%, improving overall sales for both businesses.

**Collaboration Example:**

ALYS could include brochures for Soulfitness Studio in their skincare product packages, while Soulfitness Studio could recommend ALYS products to clients during wellness consultations. This could drive at least 50 referrals per month, with an estimated value of \$75 each, accumulating to \$3,750 monthly.

**Synergy Potential:**

The synergy lies in both businesses targeting a niche audience, creating a trusted referral network that feels personalized. This connection increases the likelihood of customer loyalty and repeat business.

**Action Items:**

1. Create referral cards that each business can distribute to their customers.
2. Set up a tracking system to monitor the number of referrals and sales generated.
3. Organize a cross-promotional event to introduce both businesses' offerings to each other's clientele.

Value: MEDIUM

MUTUAL BENEFIT