

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" Enriquez Aesthetics

### 2 Relationships Identified

#### BUSINESS PROFILES

##### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

##### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### COLLABORATION 1/2

85% conf

Enriquez Aesthetics!" Be Present Detalles

##### Reasoning:

Enriquez Aesthetics could collaborate with Be Present Detalles to offer luxury facial experiences as part of their event packages. This partnership can enhance the value of events by providing attendees with a unique pampering experience.

##### Value Proposition:

This collaboration can generate additional revenue for both businesses, with potential event packages priced at \$200 per attendee for a facial experience, leading to increased sales and customer acquisition.

##### Collaboration Example:

Be Present Detalles organizes a luxury retreat for couples, featuring a weekend event that includes wellness workshops and a spa day. Enriquez Aesthetics provides on-site luxury facial experiences for attendees, enhancing their relaxation. For every 20 attendees, they split a \$4,000 package, with each company earning \$2,000 and gaining new clientele through mutual promotion.

##### Synergy Potential:

This pairing is unique because both businesses focus on enhancing personal well-being and luxury experiences, making them ideal partners in creating memorable events that attract high-end clientele.

**Action Items:**

1. Schedule a meeting to outline potential event packages combining both services.
2. Develop joint marketing materials to promote the collaboration at local events and online.
3. Create a feedback loop post-events to assess customer satisfaction and areas for improvement.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Be Present Detalles |' Enriquez Aesthetics

**Reasoning:**

Be Present Detalles serves busy professionals and romantic couples who may also be interested in luxury facial experiences offered by Enriquez Aesthetics, creating a mutual referral opportunity.

**Value Proposition:**

Through referrals, Enriquez Aesthetics can tap into Be Present Detalles' established client base, potentially increasing foot traffic and sales by 20% during peak seasons.

**Collaboration Example:**

When Be Present Detalles plans an event for couples, they include a note about Enriquez Aesthetics' services in their event guide. Each couple that books a facial experience through the referral gains a 10% discount, while Enriquez pays Be Present a referral fee of \$50 for every booking made.

**Synergy Potential:**

The synergy lies in their overlapping target demographics, where both businesses can enhance customer offerings without directly competing, leading to a richer experience for clients.

**Action Items:**

1. Create a referral agreement that outlines the fee structure and promotional strategies.
2. Develop co-branded marketing materials that highlight both services.
3. Host a combined event showcasing both businesses' offerings to cultivate interest and referrals.

Value: MEDIUM

MUTUAL BENEFIT