

# BUSINESS RELATIONSHIP ANALYSIS

## Connections to the Nations Llc !” The Collect

2 Relationships Identified

### BUSINESS PROFILES

#### Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

75% conf

#### The Collective Om !' Connections to the Nations Llc

##### Reasoning:

Both businesses target similar demographics, especially small businesses and individuals focused on self-growth and community engagement. The Collective Om's wellness services can be beneficial for the businesses that Connections to the Nations serves, creating a natural referral pathway.

##### Value Proposition:

Increased client base for both businesses, estimated additional revenue of \$10,000 annually from referrals.

##### Collaboration Example:

The Collective Om could refer their clients to Connections to the Nations for community events that promote wellness and networking, while Connections highlights The Collective Om in their promotional materials for events, creating a win-win referral system. For example, during a community fair, Connections could showcase The Collective Om's services at their booth, attracting new clients directly.

##### Synergy Potential:

The unique synergy lies in their shared focus on community improvement and individual well-being, allowing them to enhance each other's service offerings through mutual referrals.

##### Action Items:

1. Set up an introductory meeting between Ashlyn and Arlene to discuss referral processes.

2. Create a referral document outlining benefits for clients of both businesses.
3. Launch a joint marketing campaign highlighting the referral partnership.

Value: MEDIUM

MUTUAL BENEFIT

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## VENDOR 2/2

60% conf

### Connections to the Nations Llc !' The Collective Om

#### Reasoning:

Connections to the Nations organizes community events which could benefit from wellness services provided by The Collective Om. They can hire The Collective Om for wellness workshops during their fairs, adding value to their offerings.

#### Value Proposition:

Potential revenue of \$1,500 per event for The Collective Om by providing workshops or wellness sessions at community fairs.

#### Collaboration Example:

At the next community fair, Connections to the Nations could host a wellness corner where The Collective Om provides a 1-hour meditation and stress management workshop. This would attract attendees looking for wellness solutions while giving The Collective Om direct access to potential clients.

#### Synergy Potential:

This pairing is unique because it marries wellness with community engagement, enhancing the value of events while providing tangible benefits to attendees who can experience holistic health first-hand.

#### Action Items:

1. Arlene will propose a wellness workshop at the next community event to Ashlyn.
2. Determine schedule and logistics for the workshops including attendee registration.
3. Market the workshop through both businesses' channels to maximize attendance.

Value: MEDIUM

MUTUAL BENEFIT