

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC!" Simple Creations B

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

COLLABORATION 1/2

80% conf

Simple Creations By T!" Complete Renewal LLC

Reasoning:

Simple Creations By T specializes in custom gifts and personalized items, which would complement Complete Renewal's focus on health and wellness for minority women. They can create gift packages that include skincare products and personalized accessories for health-focused events.

Value Proposition:

By creating co-branded gift packages that combine skincare products with personalized items, both businesses can tap into each other's customer bases, potentially increasing sales by 20% during targeted marketing campaigns.

Collaboration Example:

In the upcoming holiday season, Simple Creations By T could collaborate with Complete Renewal to offer 'Wellness Gift Sets' containing a custom tote bag, a selection of plant-based skincare products, and a personalized thank-you card. They could promote this set through social media, targeting health-conscious women looking for unique gift ideas, aiming for a combined sales target of \$10,000 in a month.

Synergy Potential:

This partnership uniquely combines personalized gifting with holistic wellness, creating a niche offering that appeals to health-conscious consumers looking for thoughtful, tailored gifts. The synergy lies in their shared commitment to enhancing wellness through personalized experiences.

Action Items:

1. Schedule a joint brainstorming session to outline the specific products and themes for the wellness gift sets.
2. Develop a marketing plan that includes social media campaigns and influencer partnerships to promote the gift sets.
3. Create a shared online sales platform or landing page to streamline purchasing for customers.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Complete Renewal LLC !' Simple Creations By T

Reasoning:

Complete Renewal targets health-conscious minority women who may also be interested in personalized gifts for their wellness journeys or special occasions. Referring customers to Simple Creations By T for custom gifts can enrich the customer experience.

Value Proposition:

By referring clients to Simple Creations By T for custom gifts, Complete Renewal can enhance customer satisfaction and loyalty while potentially earning a referral fee, increasing revenue without additional marketing costs.

Collaboration Example:

Complete Renewal can create a special 'Gift Guide' that includes recommendations for custom gifts from Simple Creations By T. This guide could be included in their product packaging and sent via email newsletters, encouraging at least 50 referrals that could generate \$2,500 in sales for Simple Creations in the next month.

Synergy Potential:

This relationship is unique as it allows Complete Renewal to provide added value to their clients, enhancing their holistic approach to wellness with personalized gift suggestions that resonate with their mission of celebrating milestones.

Action Items:

1. Develop a referral agreement outlining commission rates for referred sales.
2. Design a promotional flyer for Complete Renewal customers highlighting the benefits of custom gifts.
3. Launch the referral initiative with joint newsletters to both customer bases.

Value: MEDIUM

MUTUAL BENEFIT