

BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” Soulfitness Studio Health and w

2 Relationships Identified

BUSINESS PROFILES

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

VENDOR 1/2

80% conf

MyahnArt LLC !” Soulfitness Studio Health and wellness center

Reasoning:

MyahnArt LLC can provide mural services and live painting for Soulfitness Studio, enhancing the studio's aesthetic appeal and creating a vibrant atmosphere that aligns with their health and wellness mission. This collaboration can attract more clients who value a visually engaging environment.

Value Proposition:

By beautifying the studio, Soulfitness could see a 20% increase in new memberships, translating to an estimated \$10,000 in additional revenue over the next quarter.

Collaboration Example:

MyahnArt LLC could create a large, inspiring mural depicting wellness themes on one of Soulfitness Studio's main walls. This mural would be unveiled during a grand reopening event, where Myah would also offer live painting, drawing in potential members and creating a buzz on social media. The event could attract 50 new visitors, leading to 15 new sign-ups.

Synergy Potential:

The combination of MyahnArt's artistic expertise with Soulfitness's health focus creates a unique synergy that not only beautifies a wellness space but also promotes a lifestyle change, making the partnership more impactful than a typical marketing collaboration.

Action Items:

1. Schedule a meeting between Myah Freeman and Janice Curry to discuss mural ideas and event logistics.
2. Draft a contract outlining the mural design and live painting services to be provided.
3. Plan a promotional campaign for the grand reopening event, highlighting both the mural reveal and the special offers for new members.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/2

70% conf

Soulfitness Studio Health and wellness center !' MyahnArt LLC

Reasoning:

Soulfitness Studio can offer MyahnArt LLC wellness services such as fitness classes or nutrition workshops, which would benefit Myah's team and clients by promoting health and wellness. This relationship enhances the overall well-being of MyahnArt's employees and clients, adding value to their services.

Value Proposition:

By providing fitness classes to MyahnArt, Soulfitness could generate \$2,000 in revenue from a package deal for Myah's team and clients over a three-month period.

Collaboration Example:

Soulfitness Studio could host a weekly wellness class exclusively for MyahnArt's employees and clients. This would include yoga sessions aimed at stress relief and workshops on healthy eating, directly benefiting Myah's creative team. The initial attendance could attract 20 participants, with the potential to increase as word spreads.

Synergy Potential:

The pairing of creative services with health and wellness creates a holistic approach that enhances employee creativity and productivity, making the partnership uniquely beneficial for both businesses in ways that conventional vendor relationships may not achieve.

Action Items:

1. Organize a introductory wellness class at Soulfitness for MyahnArt's team to gauge interest.
2. Create a promotional package that offers discounted rates for MyahnArt's clients interested in fitness classes.
3. Develop a feedback mechanism to refine the wellness offerings based on participant experiences.

Value: MEDIUM

MUTUAL BENEFIT