

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Soulfitness Studio Health

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.

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

COLLABORATION 1/2

85% conf

Soulfitness Studio Health and wellness center !” Complete Renewal LLC

Reasoning:

Both businesses operate in the health and wellness sector and target health-conscious individuals, particularly minority women. Collaborating on events would allow them to leverage each other's customer bases for mutual growth.

Value Proposition:

By jointly hosting workshops and wellness events, both businesses can increase attendance and revenue by up to 30%, attracting new clients seeking integrated health and beauty solutions.

Collaboration Example:

Soulfitness Studio and Complete Renewal could co-host a 'Holistic Wellness Day' at Soulfitness Studio, featuring fitness classes, skincare workshops, and wellness talks. Attendees pay a ticket fee, with profits split 50/50. The event could attract 100 attendees, generating \$3,000 in total revenue while providing valuable cross-promotional opportunities.

Synergy Potential:

The unique synergy lies in Soulfitness Studio's fitness focus and Complete Renewal's holistic beauty solutions, creating a comprehensive health experience that appeals to their overlapping target markets and enhances customer loyalty.

Action Items:

1. Schedule a planning meeting to discuss event logistics and marketing strategies.
2. Design promotional materials that highlight both brands for the event.
3. Create a shared online registration platform to streamline ticket sales.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Complete Renewal LLC / Soulfitness Studio Health and wellness center

Reasoning:

Complete Renewal's target audience of health-conscious women aligns with those seeking wellness services at Soulfitness Studio. Referring clients to each other can enhance customer satisfaction.

Value Proposition:

Referring clients can result in a 20% increase in new clients for each business, as both can tap into each other's loyal customer bases.

Collaboration Example:

Complete Renewal can offer a discount voucher for Soulfitness Studio's services to customers who purchase their skincare products. For example, for every \$50 spent on skincare, customers receive a \$10 discount on fitness packages, encouraging them to explore fitness options.

Synergy Potential:

This referral relationship is unique as it combines beauty and fitness, offering a well-rounded approach to health that resonates particularly well with minority women, enhancing the value proposition for both brands.

Action Items:

1. Develop a referral program outlining the terms and discounts for clients.
2. Create co-branded marketing materials to promote the referral program.
3. Train staff at both businesses on how to effectively communicate the benefits of the referral program.

Value: MEDIUM

MUTUAL BENEFIT