

# BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics!" IV Creative

2 Relationships Identified

## BUSINESS PROFILES

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

### IV Creative

Contact: Iliana  
Industry: Marketing & Design  
We support local businesses who are in need of content creation services.

VENDOR 1/2

75% conf

IV Creative!" Enriquez Aesthetics

#### Reasoning:

IV Creative specializes in content creation, which could significantly enhance the marketing efforts of Enriquez Aesthetics. By providing high-quality visual and written content, IV Creative can help Enriquez Aesthetics better communicate their brand's luxury appeal and attract more clients.

#### Value Proposition:

By engaging IV Creative for content services, Enriquez Aesthetics can potentially increase their customer inquiries by 20%, translating to an estimated additional \$10,000 in revenue from new client bookings.

#### Collaboration Example:

IV Creative can design a series of promotional materials for Enriquez Aesthetics, including social media posts, blog articles on skincare benefits, and eye-catching brochures for in-store distribution. This could culminate in a launch campaign for a new facial treatment, aiming for a 15% increase in bookings over the following month.

#### Synergy Potential:

The luxury positioning of Enriquez Aesthetics combined with IV Creative's focus on local businesses creates a unique opportunity to elevate the brand's image through tailored, high-quality content that resonates with their target market.

#### Action Items:

1. Schedule an initial meeting between Iliana and Bianca to discuss specific content needs.

2. Develop a content strategy proposal focusing on upcoming promotions at Enriquez Aesthetics.
3. Create a timeline for deliverables and a budget for the content services.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

60% conf

Enriquez Aesthetics | IV Creative

### Reasoning:

Enriquez Aesthetics serves individuals looking for quality skincare and may come across local business owners who require marketing services. This creates a potential for cross-referrals where each business can recommend the other to satisfied clients.

### Value Proposition:

By referring clients to IV Creative, Enriquez Aesthetics can enhance their service offerings and potentially earn referral fees, while IV Creative can gain new clients from a trusted source, increasing their local business clientele.

### Collaboration Example:

Bianca can inform her clients about the benefits of good marketing for skincare businesses, recommending IV Creative for those looking to enhance their online presence. For every successful referral that leads to a contract, IV Creative could agree to share a 10% commission, fostering a profitable referral loop.

### Synergy Potential:

Both businesses cater to the local market but serve different needs; this unique positioning allows them to refer clients to each other without any direct competition, enhancing the value they provide to their respective customers.

### Action Items:

1. Create a simple referral agreement outlining commission terms and conditions.
2. Develop a flyer or digital brochure that outlines both businesses' services for cross-promotion.
3. Set up a quarterly check-in to discuss referral outcomes and potential adjustments to the partnership.

Value: MEDIUM

MUTUAL BENEFIT