

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" Soulfitness Studio Health

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

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!" Simple Creations By T

Reasoning:

Soulfitness Studio could host wellness events that feature Simple Creations By T's custom gifts and apparel. This aligns well as both businesses target individuals looking to celebrate milestones and improve their health.

Value Proposition:

Increased event attendance could lead to a 20% boost in Soulfitness's membership sign-ups, while Simple Creations could gain new customers from the event attendees, potentially generating \$2,000 in sales through custom health-related gifts.

Collaboration Example:

Soulfitness Studio could organize a 'Healthy Living Day' where attendees participate in fitness classes and receive personalized wellness kits designed by Simple Creations. For example, if 50 attendees purchase a kit priced at \$40 each, Simple Creations earns \$2,000, while Soulfitness can use the event to promote its services and attract new members.

Synergy Potential:

This pairing is unique because it blends health and wellness with personalized gifting, allowing both businesses to tap into the emotional aspect of health milestones, making the events memorable and special for participants.

Action Items:

1. Schedule a meeting to brainstorm specific event ideas and logistics.
2. Develop a marketing plan to promote the event jointly across social media and email newsletters.
3. Create sample kits and promotional materials to showcase Simple Creations' offerings at the event.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! Soulfitness Studio Health and wellness center

Reasoning:

Individuals purchasing custom gifts from Simple Creations are likely to appreciate health and wellness services, especially if they are celebrating milestones such as birthdays or anniversaries.

Value Proposition:

Simple Creations can refer clients to Soulfitness for health and wellness services, potentially increasing Soulfitness's membership base by 15%, while Simple Creations could offer a discount on gifts for Soulfitness members, fostering loyalty.

Collaboration Example:

When a customer orders a personalized gift for a friend's birthday from Simple Creations, Tiana can include a discount voucher for a trial class at Soulfitness Studio. This not only offers value to the customer but also brings in a new potential client for Soulfitness.

Synergy Potential:

This relationship is special as it allows Simple Creations to enhance the gifting experience with health-oriented services, thus positioning both brands as lifestyle partners rather than just transactional entities.

Action Items:

1. Create a referral program with clear incentives for both businesses.
2. Design and print discount vouchers for Soulfitness that Simple Creations can provide with each order.
3. Set up a tracking system to measure the effectiveness of referrals from Simple Creations to Soulfitness.

Value: MEDIUM

MUTUAL BENEFIT