

BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release!" Soulfitness Studio Health

2 Relationships Identified

BUSINESS PROFILES

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

Relax Relate & Release!" Soulfitness Studio Health and wellness center

Reasoning:

Both businesses operate in the health and wellness industry and target individuals seeking to improve their physical and mental health. Relax Relate & Release can refer veterans seeking comprehensive wellness solutions to Soulfitness Studio, which offers fitness and nutrition services.

Value Proposition:

Increased customer base for Soulfitness Studio through referrals, potentially leading to an additional 20% in monthly revenue from new clients.

Collaboration Example:

Relax Relate & Release can set up a referral program where every client referred to Soulfitness Studio receives a discount on their first month. For example, if 10 veterans are referred in a month, and each spends \$150 on a fitness program, Relax would earn a referral fee of \$500, while Soulfitness adds 10 new clients to its roster.

Synergy Potential:

This pairing is unique as it combines the therapeutic benefits of massage with fitness and nutrition, creating a holistic approach to health specifically tailored for veterans, who often require specialized care.

Action Items:

1. Establish a referral agreement detailing the commission structure.

2. Create a joint flyer or brochure to distribute at both locations highlighting the benefits of the referral program.
3. Set up a tracking system to monitor referrals and client feedback.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center!' Relax Relate & Release

Reasoning:

Soulfitness Studio can refer clients who may benefit from relaxation and stress relief to Relax Relate & Release. This is particularly relevant for individuals interested in mental health support.

Value Proposition:

Soulfitness Studio can enhance its service offerings by providing clients with a pathway to massage therapy, potentially boosting client retention and satisfaction.

Collaboration Example:

Soulfitness Studio can include Relax Relate & Release's services in their welcome packet for new clients, promoting a special deal for their first massage. If 15 new clients take advantage of the offer in a month, that could translate to an additional \$1,200 in revenue for Relax Relate & Release, while Soulfitness strengthens its client relationships.

Synergy Potential:

The collaboration uniquely positions both businesses to offer a full spectrum of wellness services, enriching clients' experiences and promoting overall health, which is especially beneficial for the target audience of both businesses.

Action Items:

1. Develop a referral system where Soulfitness Studio tracks and monitors how many clients are referred to Relax Relate & Release.
2. Create joint marketing materials that highlight both services, emphasizing the importance of holistic wellness.
3. Host a quarterly wellness fair at Soulfitness where Relax can provide complimentary massage demos and promote their services.

Value: MEDIUM

MUTUAL BENEFIT