

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Relax Relate & Release

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### Relax Relate & Release

Contact: Hazel Lee  
Industry: Health & Wellness  
Massage Therapy

## COLLABORATION 1/2

80% conf

Celebrate & Smile International Steppers!" Relax Relate & Release

### Reasoning:

Both businesses focus on enhancing wellness and community engagement, making a collaboration on wellness workshops highly relevant. Celebrate & Smile can integrate dance with relaxation techniques from Relax Relate & Release to create a unique wellness experience.

### Value Proposition:

By collaborating on a series of wellness workshops, both businesses can attract new clients, potentially increasing their revenue by 20-30% through combined marketing efforts and workshop fees.

### Collaboration Example:

Celebrate & Smile and Relax Relate & Release could host a 'Dance & De-Stress' workshop every Saturday where participants engage in a 60-minute dance class followed by a 30-minute massage therapy session. Each participant pays \$75, with a goal to attract 20 participants weekly, generating \$1,500 in revenue per workshop, split between both businesses.

### Synergy Potential:

This partnership uniquely combines physical movement with relaxation, appealing to both arts enthusiasts and health-focused individuals, thus broadening the audience for both services.

**Action Items:**

1. Set a meeting to outline the workshop structure and finalize logistics.
2. Develop a marketing plan targeting local veterans and corporate wellness programs.
3. Create promotional materials showcasing the benefits of combining dance and massage therapy.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Relax Relate &amp; Release / Celebrate &amp; Smile International Steppers

**Reasoning:**

Relax Relate & Release targets veterans who may also be interested in community-building activities such as dance, allowing for mutual referrals without direct competition.

**Value Proposition:**

By referring clients between both businesses, they can enhance customer satisfaction, potentially increasing client retention rates by 15% as clients find comprehensive wellness solutions.

**Collaboration Example:**

Relax Relate & Release could provide a referral discount for veterans who sign up for Celebrate & Smile's dance classes. For example, any veteran who receives a massage gets a 10% discount on their first dance class, encouraging them to explore additional wellness activities.

**Synergy Potential:**

The focus on veterans allows both businesses to tap into a unique market segment, fostering community and support while expanding their client base through shared interests in wellness.

**Action Items:**

1. Create a referral program that includes discounts and promotional materials to distribute to clients.
2. Train both staff teams on the referral process to ensure smooth client transitions.
3. Organize a joint event to promote the referral program, attracting veterans and community members.

Value: MEDIUM

MUTUAL BENEFIT