

# BUSINESS RELATIONSHIP ANALYSIS

O r g a n i z e   D e s i g n   C r e a t e ! " R e l a x   R e l a t e & R e

2 Relationships Identified

## BUSINESS PROFILES

### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

## COLLABORATION 1/2

80% conf

R e l a x   R e l a t e & R e l e a s e ! " O r g a n i z e   D e s i g n   C r e a t e

### Reasoning:

Relax Relate & Release could collaborate with Organize Design Create to enhance their marketing presence. Given both businesses seek capital and serve overlapping target markets, a joint marketing initiative could drive more clients to each other's services.

### Value Proposition:

By working together, both businesses could potentially increase their client base by 30% through shared marketing efforts, leading to higher revenue.

### Collaboration Example:

Relax Relate & Release could host a wellness event in partnership with Organize Design Create. For example, they might organize a 'Veterans Wellness Day' where veterans receive free mini-massages and learn about personal branding strategies. Organize Design Create would promote the event on social media, and in return, they could offer discounted marketing packages to attendees. This could generate significant leads for both businesses.

### Synergy Potential:

This pairing uniquely combines health and wellness with marketing, targeting a specific community (veterans) that may benefit from both services, creating a niche market that neither could access alone.

### Action Items:

1. Schedule a meeting to discuss potential joint events targeting veterans.
2. Create a detailed plan for the 'Veterans Wellness Day' including budget, marketing strategies, and deliverables.
3. Develop a social media campaign to promote the event, including shared content on both businesses' platforms.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Organize Design Create !' Relax Relate & Release

### Reasoning:

Organize Design Create works with a variety of clients, including non-profits and startups, which could include veterans' organizations that may need massage therapy services. Referring clients from these organizations could enhance the service offerings of Relax Relate & Release.

### Value Proposition:

By referring veteran-focused organizations to Relax Relate & Release, Organize Design Create can build goodwill and potentially earn a referral fee, while Relax Relate & Release gains new clients.

### Collaboration Example:

Organize Design Create could identify a local veterans' non-profit they work with and suggest a partnership where Relax Relate & Release offers discounted services for their members. For instance, if the non-profit hosts monthly meetings, Relax could provide on-site massages, and in return, both businesses could display promotional materials, generating new leads.

### Synergy Potential:

This relationship stands out because it leverages existing networks within veteran communities, allowing both businesses to tap into a demographic that is often underserved yet eager for wellness resources.

### Action Items:

1. Identify local veteran organizations within Organize Design Create's client base.
2. Design a referral program offering discounts or commissions for each referral to Relax Relate & Release.
3. Create promotional materials that both businesses can use to advertise the referral program.

Value: MEDIUM

MUTUAL BENEFIT