

BUSINESS RELATIONSHIP ANALYSIS

Communicate Design & Marketing !” Complete Re

3 Relationships Identified

BUSINESS PROFILES

Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

VENDOR 1/3

85% conf

Communicate Design & Marketing !” Complete Renewal LLC

Reasoning:

Communicate Design & Marketing can provide branding and marketing services to Complete Renewal LLC, enhancing their visibility to their target market. Conversely, Complete Renewal can offer Communicate products for promotional events, creating a mutually beneficial exchange.

Value Proposition:

By completing a rebranding project for Complete Renewal, Communicate could potentially increase their client revenue by 20% through enhanced market presence.

Collaboration Example:

Communicate redesigns Complete Renewal's website, integrating a visually appealing e-commerce section for their skincare products. As a result, within three months of launch, Complete Renewal sees a 30% increase in online sales, generating additional revenue of \$15,000, while Communicate receives a \$5,000 fee for the project and ongoing maintenance.

Synergy Potential:

The unique synergy lies in Communicate's expertise in marketing specifically geared towards service businesses and the niche market of health-conscious minority women served by Complete Renewal, creating tailored and effective marketing strategies.

Action Items:

1. Schedule a discovery meeting to discuss branding needs and marketing strategies for Complete Renewal.
2. Draft a proposal for a comprehensive website redesign, including e-commerce capabilities.
3. Outline a joint promotional campaign to launch the new website and products.

Value: HIGH

MUTUAL BENEFIT

VENDOR 2/3

75% conf

Complete Renewal LLC !' Communicate Design & Marketing**Reasoning:**

Complete Renewal can provide organic skincare products for events and workshops hosted by Communicate, enhancing the experience for attendees while promoting Complete Renewal's offerings.

Value Proposition:

By integrating Complete Renewal's products into marketing workshops, Communicate can attract more attendees and increase workshop revenue by 25%, while Complete Renewal can boost product visibility.

Collaboration Example:

During a marketing workshop organized by Communicate, attendees receive a sample skincare kit from Complete Renewal. This exposure leads to a 15% conversion to sales from workshop attendees, generating an additional \$3,000 in revenue for Complete Renewal and establishing a new customer base.

Synergy Potential:

This pairing is unique because it combines marketing strategies with health and wellness, allowing Communicate to offer products that align with their clients' values while providing Complete Renewal with a platform to reach their target audience directly.

Action Items:

1. Identify upcoming workshops or events where Complete Renewal's products can be showcased.
2. Create a product sample kit for distribution at the next marketing workshop.
3. Develop a feedback mechanism to gauge participant interest in Complete Renewal's products.

Value: MEDIUM

MUTUAL BENEFIT

Communicate Design & Marketing!' Complete Renewal LLC

Reasoning:

Both businesses can collaborate on wellness events that combine marketing education with holistic wellness, attracting a larger audience and enhancing their community impact.

Value Proposition:

This collaboration could generate an estimated revenue of \$10,000 per event, split between both businesses, while also expanding their customer bases.

Collaboration Example:

Communicate and Complete Renewal co-host a 'Wellness and Marketing Day', where participants learn marketing strategies for health and wellness businesses while enjoying Complete Renewal's spa services. Each event generates \$10,000 in ticket sales, with both businesses sharing the profits and gaining new clients.

Synergy Potential:

The combination of marketing expertise and health advocacy creates a unique space that addresses both business development and personal well-being, appealing to their aligned target markets in a compelling way.

Action Items:

1. Plan the first joint wellness and marketing event, including venue, date, and marketing strategy.
2. Create promotional materials that highlight the benefits of attending the event.
3. Set up a registration process and promote via social media and email newsletters.

Value: HIGH

MUTUAL BENEFIT