

# BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” JPO Logistics LLC

1 Relationship Identified

## BUSINESS PROFILES

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

### JPO Logistics LLC

Contact: Paulette Orr  
Industry: Logistics  
General freight services and dispatching service.

REFERRAL 1/1

70% conf

JPO Logistics LLC !” Enriquez Aesthetics

#### Reasoning:

JPO Logistics serves shippers and owner operators, while Enriquez Aesthetics targets individuals seeking luxury skincare. Both businesses cater to different aspects of self-care and personal well-being, allowing for a non-competing referral relationship where each can recommend the other's services to their respective clients.

#### Value Proposition:

Increased customer acquisition for both businesses through cross-referrals, potentially generating an additional revenue stream of 10-15% from new clients.

#### Collaboration Example:

JPO Logistics could provide referral cards to its shipping clients who might be interested in luxury skincare, while Enriquez Aesthetics could offer a discount to clients referred by JPO. For example, if a shipping client is facing skin issues due to work conditions, they might receive a 20% off voucher for a facial experience, creating a tangible reason to visit Enriquez Aesthetics, while JPO benefits from a loyalty boost.

#### Synergy Potential:

Both businesses focus on enhancing personal well-being, making referrals feel more organic and beneficial rather than forced. This unique positioning allows for a more authentic connection between the two services.

**Action Items:**

1. Develop a referral program that includes discount vouchers for each business.
2. Host a joint event where clients of JPO Logistics can experience a mini-facial demo at their logistics facility.
3. Create co-branded marketing materials that highlight both services and distribute them through each other's channels.

Value: MEDIUM

MUTUAL BENEFIT

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