

# BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC!" Relax Relate & Release

2 Relationships Identified

## BUSINESS PROFILES

### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

## COLLABORATION 1/2

80% conf

MyahnArt LLC!" Relax Relate & Release

### Reasoning:

MyahnArt can enhance the ambiance of Relax Relate & Release's massage therapy space with custom murals or live painting events. This partnership would create a unique and calming environment that complements the wellness services provided by Relax Relate & Release, potentially attracting more clients who appreciate the aesthetic value.

### Value Proposition:

MyahnArt could earn \$1,000 for a mural project, while Relax Relate & Release could increase client retention and satisfaction, leading to an estimated revenue increase of 15% from enhanced customer experience.

### Collaboration Example:

Next week, MyahnArt could create a serene mural in the waiting area of Relax Relate & Release, depicting calming nature scenes. They could host a live painting event where clients can watch the mural being created, enhancing their overall experience. This event could draw in 50 potential new clients, generating additional bookings and increasing social media engagement.

### Synergy Potential:

The pairing is unique because MyahnArt's artistic services can transform a traditional massage therapy space into an immersive experience, aligning perfectly with Relax Relate & Release's mission of holistic well-being.

### Action Items:

1. Schedule a meeting to discuss mural themes and design ideas.
2. Plan the logistics for the live painting event, including date, time, and promotional strategies.
3. Create promotional materials highlighting the collaboration for social media and in-store displays.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Relax Relate & Release / MyahnArt LLC

### Reasoning:

Relax Relate & Release serves a client base that values aesthetics and personal expression, such as veterans looking for therapeutic experiences. They could refer clients to MyahnArt for custom portraits or artwork, which would align well with their clientele's interests.

### Value Proposition:

For every referral that results in a sale, MyahnArt could provide a 10% commission, creating a new revenue stream for Relax Relate & Release while expanding MyahnArt's reach.

### Collaboration Example:

When a veteran client expresses an interest in unique art for their home, Relax Relate & Release can suggest MyahnArt for custom portraits. If the veteran commissions a portrait for \$500, Relax Relate & Release would earn \$50, while MyahnArt gains a new customer and enhances their portfolio.

### Synergy Potential:

This relationship is special because it combines wellness and creativity, encouraging veterans to engage with art as a form of self-expression and healing, thereby enriching both businesses' offerings.

### Action Items:

1. Establish a commission agreement for referrals.
2. Create a flyer or brochure showcasing MyahnArt's services to display in Relax Relate & Release's waiting area.
3. Train staff at Relax Relate & Release on how to identify and refer clients who may benefit from MyahnArt's services.

Value: MEDIUM

MUTUAL BENEFIT