

# BUSINESS RELATIONSHIP ANALYSIS

## Soulfitness Studio Health and wellness center !” T

2 Relationships Identified

### BUSINESS PROFILES

#### Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### PARTNERSHIP 1/2

80% conf

The Collective Om !’ Soulfitness Studio Health and wellness center

#### Reasoning:

The Collective Om offers holistic health services which can complement the health food and fitness offerings of Soulfitness Studio. By partnering, they can create comprehensive wellness programs that address both physical and mental health needs, appealing to a broader audience.

#### Value Proposition:

This partnership could increase client retention by 20% and attract new clients, resulting in an estimated revenue increase of \$10,000 per quarter through joint programs and workshops.

#### Collaboration Example:

The Collective Om could co-host a 'Holistic Health and Fitness Workshop' at Soulfitness Studio where Ashlyn leads a session on mental wellness and stress relief techniques, while Janice provides a fitness class. Participants pay \$50 for the session, and they aim to attract 40 attendees, generating \$2,000 in revenue, split between both businesses. This not only enhances the service offerings but also promotes cross-referrals.

#### Synergy Potential:

This pairing uniquely combines physical fitness and mental wellness, providing a holistic approach that addresses the complete health picture, which is increasingly sought after by clients looking for comprehensive solutions.

**Action Items:**

1. Schedule a meeting between Ashlyn and Janice to discuss workshop logistics and pricing models.
2. Create a marketing plan to promote the joint wellness workshop through social media and email newsletters.
3. Design promotional materials that highlight the benefits of the holistic approach to health and wellness.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Soulfitness Studio Health and wellness center !' The Collective Om

**Reasoning:**

Both businesses target individuals seeking health improvement, but they focus on different aspects. Soulfitness Studio can refer clients needing mental wellness services to The Collective Om, while The Collective Om can refer clients interested in fitness and nutrition to Soulfitness Studio.

**Value Proposition:**

This referral relationship could result in an additional 15% increase in client base for both businesses, translating to a potential additional revenue of \$5,000 per quarter.

**Collaboration Example:**

Soulfitness Studio could include a flyer for The Collective Om in their welcome packets for new members. In return, The Collective Om could provide a special discount for Soulfitness members on their holistic services. This cross-promotion introduces each business to the other's clientele, fostering trust and encouraging service utilization.

**Synergy Potential:**

This relationship leverages the complementary strengths of each business, creating a powerful referral network that enhances client experiences and encourages holistic health journeys.

**Action Items:**

1. Develop referral materials that outline services and benefits for both businesses.
2. Create an incentive program for clients who utilize both services, such as discounts or packages.
3. Set a quarterly meeting to evaluate referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT