

# BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics!" Noseniorleftbehindfl

2 Relationships Identified

## BUSINESS PROFILES

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson  
Industry: Professional Services  
Assessments for 55 and older in need of a service to help maintain independence.

REFERRAL 1/2

80% conf

Enriquez Aesthetics!" Noseniorleftbehindfl.org

#### Reasoning:

Both businesses cater to distinct but overlapping demographics—seniors who may seek skincare solutions and luxury facial experiences. Referring clients who are looking for skincare treatments can enhance customer satisfaction for both parties.

#### Value Proposition:

Increased customer base for Enriquez Aesthetics by tapping into the senior market served by Noseniorleftbehindfl.org, potentially generating an additional \$2,000 - \$4,000 in revenue monthly through referrals.

#### Collaboration Example:

Enriquez Aesthetics could offer a special discount on luxury facial experiences for seniors referred by Noseniorleftbehindfl.org. For instance, if Noseniorleftbehindfl.org assesses a senior in need of self-care services, they provide them with a referral card for a 20% discount on their first facial treatment. This creates a win-win situation where both businesses gain new clients.

#### Synergy Potential:

The unique synergy comes from combining luxury skincare with elder care, addressing the growing demand for senior wellness while enhancing the service offerings of both businesses.

### Action Items:

1. Develop a referral program that includes discount cards for Noseniorleftbehindfl.org clients.
2. Create a marketing flyer highlighting the benefits of skincare for seniors to be distributed by Noseniorleftbehindfl.org.
3. Schedule a joint meeting to discuss how clients can benefit from both services and finalize the referral process.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org / Enriquez Aesthetics

### Reasoning:

Noseniorleftbehindfl.org serves seniors who may also be interested in luxury skincare to enhance their quality of life. Referring clients to Enriquez Aesthetics can provide additional service options for their clientele, enhancing overall client satisfaction.

### Value Proposition:

Noseniorleftbehindfl.org could increase its service offerings by providing referrals to skincare services, potentially leading to an extra \$1,500 - \$3,000 in funding through partnerships with services like Enriquez Aesthetics.

### Collaboration Example:

When Noseniorleftbehindfl.org identifies a senior who has expressed interest in improving their skincare routine, they can refer them directly to Enriquez Aesthetics, who could offer a free skincare consultation. This could be part of a community health event where both businesses participate, enhancing visibility and client engagement.

### Synergy Potential:

This partnership is unique because it not only enhances the quality of life for seniors through improved skincare but also aligns with the mission of maintaining independence and self-esteem among the elderly.

### Action Items:

1. Identify seniors who could benefit from skincare services during assessments.
2. Create a joint marketing campaign for a community wellness day focusing on beauty and health for seniors.
3. Develop a feedback loop to assess the satisfaction of referred clients and adjust offerings accordingly.

Value: MEDIUM

MUTUAL BENEFIT