

# BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Relax Relate & Release

2 Relationships Identified

## BUSINESS PROFILES

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### Relax Relate & Release

Contact: Hazel Lee  
Industry: Health & Wellness  
Massage Therapy

## COLLABORATION 1/2

80% conf

Jazzi's Creations!" Relax Relate & Release

### Reasoning:

Jazzi's Creations can host relaxation craft workshops that combine massage therapy from Relax Relate & Release with DIY crafting sessions. This caters to busy individuals looking for stress relief and creative outlets.

### Value Proposition:

By creating a package offering, both businesses can attract new clients and enhance customer experience, potentially increasing revenue by 20% during workshop sessions.

### Collaboration Example:

Jazzi's Creations organizes a monthly 'Craft & Relax' event where participants enjoy a 30-minute massage followed by a DIY craft session, such as decorating picture frames. Each participant pays \$75, and both Jazzi and Hazel split the profits, leading to an estimated \$1,500 revenue for each event.

### Synergy Potential:

This partnership uniquely combines wellness and creativity, appealing to the holistic health trend while providing a distinctive experience that neither business can offer alone.

### Action Items:

1. Schedule a planning meeting to outline workshop details and pricing.
2. Develop a marketing strategy targeting local wellness groups and community boards.

3. Create promotional materials showcasing the benefits of combining relaxation and creativity.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Relax Relate & Release! Jazzi's Creations

### Reasoning:

Relax Relate & Release serves veterans, who may also benefit from personalized gifts and wellness-focused events offered by Jazzi's Creations, creating a natural referral pathway.

### Value Proposition:

By referring clients to Jazzi's Creations for personalized gifts, Relax Relate & Release can enhance its service offerings and possibly earn a referral fee, while Jazzi gains access to a new customer segment.

### Collaboration Example:

After a massage session, Hazel recommends a 'thank you' gift from Jazzi's Creations for veterans' events, providing flyers and discount codes for each veteran client. This could lead to 10-15 new clients monthly for Jazzi, resulting in \$1,000 in additional monthly revenue.

### Synergy Potential:

The pairing of health-focused services with personalized gifts allows both businesses to tap into the veteran community while enhancing the overall customer experience.

### Action Items:

1. Create a referral program with incentives for both businesses.
2. Design co-branded marketing materials specifically targeting veterans.
3. Host a joint event for veterans to introduce both services and gather feedback.

Value: MEDIUM

MUTUAL BENEFIT