

BUSINESS RELATIONSHIP ANALYSIS

A L Y S A l w a y s L o v e Y o u r s e l f ! " T h e P - W a y S o l u t i o n s

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

75% conf

The P-Way Solutions LLC ! ALYS Always Love Yourself

Reasoning:

The P-Way Solutions LLC provides commercial janitorial services, which would be beneficial for ALYS Always Love Yourself, especially if they have a physical storefront or office space. Clean environments are critical in the skincare industry as they enhance product quality perception and customer experience.

Value Proposition:

By contracting The P-Way Solutions for regular cleaning services, ALYS can ensure a pristine presentation of their skincare products, potentially increasing foot traffic and customer satisfaction, leading to an estimated revenue increase of 10-15%.

Collaboration Example:

The P-Way Solutions would schedule weekly cleaning sessions at ALYS's retail location, ensuring that the product displays are spotless and the ambiance is inviting. They could also provide a promotional offer where ALYS customers get a discount on their services, fostering customer loyalty and increasing sales for both businesses.

Synergy Potential:

Combining The P-Way Solutions' expertise in maintaining clean commercial spaces with ALYS's focus on skincare products creates an environment that emphasizes quality and care, directly enhancing customer experiences in the beauty sector.

Action Items:

1. Set up an introductory meeting between Pervis Lowman and Cenita Williamson to discuss service needs.
2. Create a tailored cleaning schedule that aligns with ALYS's peak business hours.
3. Develop a co-branded marketing campaign offering ALYS customers discounts on janitorial services to enhance customer loyalty.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

ALYS Always Love Yourself! The P-Way Solutions LLC

Reasoning:

ALYS Always Love Yourself targets mature women who may also be small business owners or professionals who require commercial janitorial services, creating a natural referral opportunity.

Value Proposition:

By referring clients to The P-Way Solutions, ALYS can earn referral fees, while The P-Way Solutions gains access to a new customer base that values cleanliness in their business environments.

Collaboration Example:

ALYS could include promotional materials for The P-Way Solutions in their product packages or as part of their customer loyalty program, encouraging mature women customers who own businesses to consider professional cleaning services. For every referral that converts, ALYS could earn a \$100 commission.

Synergy Potential:

This partnership uniquely taps into ALYS's established trust with mature women, allowing The P-Way Solutions to access a targeted audience that values high-quality service in both skincare and commercial cleanliness.

Action Items:

1. Develop referral materials that highlight The P-Way Solutions' services to be included in ALYS's customer packages.
2. Set up a tracking system for referrals to monitor incoming business from ALYS.
3. Host a joint event or webinar focused on the importance of cleanliness in personal and business environments, promoting both businesses.

Value: MEDIUM

MUTUAL BENEFIT