

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

COLLABORATION 1/2

80% conf

Jamz Trainings !” Complete Renewal LLC

Reasoning:

Jamz Trainings and Complete Renewal LLC share a common target market of health-conscious individuals. By collaborating, they can create a wellness event that combines personal training and skincare education, enhancing each other's offerings and attracting clients.

Value Proposition:

By hosting joint events, both businesses can increase customer foot traffic by 30% at their respective locations, leading to a projected revenue increase of \$10,000 per event.

Collaboration Example:

Jamz Trainings hosts a 'Wellness Day' at a local community center where clients participate in a personal training session, followed by a skincare workshop led by Complete Renewal. Attendees receive a special discount on both services and products. For instance, 50 participants pay \$50 each for the event, generating \$2,500 in revenue, while both businesses gain social media exposure and new clients.

Synergy Potential:

The unique blend of fitness and holistic skincare education positions this partnership as a comprehensive health and wellness solution, appealing specifically to their overlapping target audiences who prioritize both physical and skin health.

Action Items:

1. Schedule a meeting to brainstorm event themes and logistics.
2. Create joint marketing materials highlighting the benefits of the collaboration.
3. Set a date for the first 'Wellness Day' event and promote it through both businesses' channels.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Complete Renewal LLC !' Jamz Trainings**Reasoning:**

Complete Renewal LLC can refer its health-conscious clients to Jamz Trainings for personal training services that complement their skincare and wellness goals, aligning both brands' missions.

Value Proposition:

As a result of these referrals, Jamz Trainings could see an increase in client sign-ups by 20%, translating to an additional \$5,000 in monthly revenue.

Collaboration Example:

Complete Renewal includes a referral card in their skincare product packages that offers new clients a 10% discount on Jamz Trainings' services. After a few weeks, Jamz sees an influx of clients mentioning the referral, with 20 new sign-ups directly linked to this initiative, generating \$2,000 in revenue.

Synergy Potential:

This referral relationship taps into the existing trust that Complete Renewal has cultivated with its clients, making them more likely to seek out Jamz's services, thereby increasing client acquisition for both businesses.

Action Items:

1. Design and print referral cards to be included in product packages.
2. Train staff at Complete Renewal to understand and promote Jamz's services effectively.
3. Monitor and analyze the referral program's effectiveness after three months.

Value: MEDIUM

MUTUAL BENEFIT