

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” The Collective Om

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### The Collective Om

Contact: Ashlyn Schwartz  
Industry: Health & Wellness  
Holistic health services for individuals and small teams

### REFERRAL 1/2

80% conf

## Enriquez Aesthetics !” The Collective Om

#### Reasoning:

Enriquez Aesthetics focuses on luxury facial experiences for individuals with chronic skin conditions, which overlaps with The Collective Om's target market of women focused on self-growth and wellness. They can refer clients to each other, enhancing customer satisfaction and increasing client bases.

#### Value Proposition:

By referring clients to each other, both businesses can increase their customer bases by 20%, potentially translating to an additional \$15,000 in revenue over the next quarter.

#### Collaboration Example:

Bianca from Enriquez Aesthetics could offer a special promotion for The Collective Om's clients, giving them a 15% discount on their first facial. In return, Ashlyn could feature Enriquez Aesthetics in her wellness workshops, allowing attendees to receive exclusive offers. This creates a buzz around both businesses and encourages cross-promotion.

#### Synergy Potential:

The unique synergy lies in their mutual focus on wellness and self-care, allowing them to create a holistic experience for their clients that integrates both aesthetic and health services, setting them apart from typical health and beauty collaborations.

**Action Items:**

1. Bianca to create a referral discount flyer for The Collective Om's clients.
2. Ashlyn to include Enriquez Aesthetics in her upcoming wellness workshop agenda.
3. Set a meeting to discuss mutual referral tracking and performance evaluation metrics.

Value: HIGH

MUTUAL BENEFIT

**COLLABORATION 2/2**

70% conf

## The Collective Om !' Enriquez Aesthetics

**Reasoning:**

The Collective Om provides holistic health services that could seamlessly integrate with the luxury facial experiences of Enriquez Aesthetics. They can collaborate on events that promote overall wellness and beauty.

**Value Proposition:**

Hosting a joint workshop could attract 30-50 attendees, potentially generating \$3,000-\$5,000 in ticket sales, plus additional revenue from service bookings and product sales.

**Collaboration Example:**

Ashlyn could organize a 'Wellness and Radiance Retreat' at a local venue, where attendees experience a mini facial from Enriquez Aesthetics, followed by a holistic health talk. They could charge \$100 per person for a half-day experience, aiming for 40 participants, which could yield \$4,000 in revenue, split between the two businesses.

**Synergy Potential:**

This partnership is unique because it combines skin health with holistic wellness, creating a comprehensive experience that addresses both inner and outer beauty, appealing to a broader audience than either business could reach alone.

**Action Items:**

1. Plan the event logistics, including venue selection and catering.
2. Develop a joint marketing strategy to promote the retreat through both businesses' channels.
3. Create a survey post-event to gather feedback and improve future collaborations.

Value: MEDIUM

MUTUAL BENEFIT