

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Connections to the Nations Llc

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

COLLABORATION 1/2

80% conf

ALYS Always Love Yourself!" Connections to the Nations Llc

Reasoning:

ALYS Always Love Yourself can benefit from being part of the community fairs organized by Connections to the Nations, allowing them to showcase their skincare products directly to their target market of mature women. This collaboration can enhance visibility for both businesses and create a strong local presence.

Value Proposition:

Access to a new customer base at community fairs, potentially increasing revenue by 20-30% during events.

Collaboration Example:

ALYS sets up a booth at the upcoming community fair organized by Connections to the Nations, offering free skincare consultations and mini facials. In exchange, Connections promotes ALYS's products on their social media and in the event's program, leading to a projected \$2,000 in sales and increased brand awareness for both entities.

Synergy Potential:

The combination of ALYS's skincare products and Connections' community-focused events creates a unique platform where beauty meets culture, directly engaging a demographic that values both self-care and community engagement.

Action Items:

1. Schedule a meeting between Cenita Williamson and Arlene Ortiz to discuss potential community fair dates.
2. Develop a marketing plan for the community fair, including promotional materials highlighting ALYS's offerings.

3. Create a special offer for fair attendees, such as discounts or gift bags with purchases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc !' ALYS Always Love Yourself

Reasoning:

Connections to the Nations can refer ALYS Always Love Yourself to businesses and community members who are looking for skincare solutions tailored to mature women, creating a mutually beneficial referral system.

Value Proposition:

Potential for a consistent stream of new clients for ALYS, increasing customer acquisition without significant marketing costs.

Collaboration Example:

Connections to the Nations can include ALYS in their email newsletters and event announcements, specifically highlighting their skincare products as a preferred vendor for mature women. This could lead to at least 10 new clients per month for ALYS, translating into approximately \$1,500 in monthly sales.

Synergy Potential:

By cross-promoting each other's services, both businesses can tap into their unique strengths—ALYS's product expertise and Connections' community network—to enhance their market reach.

Action Items:

1. Integrate ALYS's branding and product information into Connections' marketing materials.
2. Establish a referral incentive program for Connections to encourage more referrals to ALYS.
3. Set up a quarterly review to track the success of referrals and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT
