

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Enriquez Aesthetics

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson  
Industry: Professional Services  
Skincare Products to consumers and businesses

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

PARTNER 1/2

80% conf

Enriquez Aesthetics' ALYS Always Love Yourself

#### Reasoning:

Enriquez Aesthetics offers luxury facial experiences, which complement the skincare products provided by ALYS Always Love Yourself. By partnering, they can create exclusive skincare packages that enhance the client experience.

#### Value Proposition:

This partnership can lead to a 20% increase in customer retention as clients are encouraged to purchase ALYS products after experiencing Enriquez's services.

#### Collaboration Example:

Enriquez Aesthetics could host monthly skincare workshops where clients receive a luxury facial using ALYS products. Each participant pays \$75, and ALYS provides samples for each attendee, leading to an estimated \$1,500 in revenue per workshop and increased product sales.

#### Synergy Potential:

The unique synergy lies in combining Enriquez's luxury service experience with ALYS's targeted product offerings for mature women, creating a holistic approach to skincare that neither could achieve independently.

#### Action Items:

1. Schedule an initial meeting between Bianca Enriquez and Cenita Williamson to discuss partnership details.
2. Develop a co-branded marketing strategy for the workshop, including social media campaigns and email newsletters.

3. Create a feedback loop post-workshop to analyze customer satisfaction and product sales to refine future offerings.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

ALYS Always Love Yourself! Enriquez Aesthetics

### Reasoning:

Since both businesses target individuals with skin concerns, ALYS can refer clients to Enriquez Aesthetics for luxury treatments, enhancing customer loyalty and providing a solution for clients seeking professional services.

### Value Proposition:

ALYS could see a 15% increase in customer loyalty and sales from referrals, as clients who purchase products will be more likely to trust and engage with a recommended luxury service.

### Collaboration Example:

When a customer purchases a skincare regimen from ALYS, they receive a 20% off coupon for a luxury facial at Enriquez Aesthetics. This incentivizes product buyers to try the facial service, potentially leading to new repeat clients for Enriquez.

### Synergy Potential:

The pairing is unique as it creates a seamless path from product purchase to service utilization, enhancing customer satisfaction and building a community around skincare.

### Action Items:

1. Create a referral program that outlines the benefits and incentives for both businesses.
2. Design and print referral coupons to be included with ALYS product shipments.
3. Monitor the effectiveness of the referral program through sales tracking and customer feedback.

Value: MEDIUM

MUTUAL BENEFIT