

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics!" The P-Way Solutions

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### The P-Way Solutions LLC

Contact: Pervis lowman  
Industry: Real Estate  
Commercial Janitorial Services

REFERRAL 1/2

75% conf

Enriquez Aesthetics!" The P-Way Solutions LLC

#### Reasoning:

Enriquez Aesthetics targets individuals with chronic skin conditions, which can often be a concern for employees or clients of businesses utilizing The P-Way Solutions' janitorial services. By referring clients to each other, both businesses can enhance their customer offerings without direct competition.

#### Value Proposition:

Enriquez Aesthetics could see a 20% increase in clientele through referrals, while The P-Way Solutions could enhance their service offerings by providing added value to their clients.

#### Collaboration Example:

Enriquez Aesthetics could offer a special promotion for employees of businesses serviced by The P-Way Solutions, giving them a 15% discount on luxury facials. In return, The P-Way Solutions could feature Enriquez Aesthetics in their monthly newsletters, creating mutual exposure and potential new clients. Each business could expect at least 10 new clients from this initiative within a month.

#### Synergy Potential:

This partnership is unique because it combines a luxury service with a commercial cleaning business, appealing to businesses that value employee wellness and skincare, creating a unique niche in the market.

### Action Items:

1. Create a referral discount program for The P-Way Solutions' clients.
2. Develop joint marketing materials highlighting the benefits of skincare for employees.
3. Schedule a meeting to discuss the referral process and set clear expectations.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

The P-Way Solutions LLC / Enriquez Aesthetics

### Reasoning:

The P-Way Solutions serves businesses that may have employees or clients needing skincare services, particularly in commercial settings where cleanliness and appearance are paramount. By referring their clients to Enriquez Aesthetics, they can enhance their value proposition.

### Value Proposition:

The P-Way Solutions could strengthen client relationships by offering added health and wellness services, while Enriquez Aesthetics could gain new clientele through direct referrals.

### Collaboration Example:

The P-Way Solutions could include a flyer for Enriquez Aesthetics in their service packets delivered to clients. For instance, after a cleaning service for a corporate office, they hand over a wellness package that includes a discount at Enriquez Aesthetics, which could lead to 5-10 new appointments each month.

### Synergy Potential:

This pairing stands out because it links skincare and wellness with business cleanliness, addressing both personal care and workplace hygiene in a way few partnerships do.

### Action Items:

1. Identify and create a promotional flyer for Enriquez Aesthetics' services.
2. Train the janitorial staff to promote the referral program during their service visits.
3. Set up a feedback system to track referrals and their conversion rates.

Value: MEDIUM

MUTUAL BENEFIT