

# BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Soulfitness Studio Health and

2 Relationships Identified

## BUSINESS PROFILES

### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### Soulfitness Studio Health and wellness center

Contact: janice curry  
Industry: Health & Wellness  
Health and wellness via health food fitness and wellness

## COLLABORATION 1/2

80% conf

Jazzi's Creations!" Soulfitness Studio Health and wellness center

### Reasoning:

Jazzi's Creations can organize creative health-themed workshops at Soulfitness Studio, blending wellness and crafting to attract clients interested in both health and creativity. This collaboration leverages the strengths of both businesses to enhance customer experiences and engagement.

### Value Proposition:

Increased foot traffic for Soulfitness and an expanded client base for Jazzi's, each potentially generating an additional \$1,000 in revenue per workshop.

### Collaboration Example:

Jazzi's Creations hosts a 'Create Your Healthy Snack Jar' workshop at Soulfitness Studio, where participants craft personalized jars filled with healthy snacks while learning about nutrition. Each workshop attracts 15 participants at a fee of \$50 each, resulting in \$750 for Jazzi and offering Soulfitness an opportunity to promote their health services, ultimately gaining new memberships from attendees.

### Synergy Potential:

This partnership uniquely combines crafting with health education, appealing to those looking to improve their lifestyle while engaging in a creative activity, setting it apart from typical fitness or craft offerings.

**Action Items:**

1. Schedule a meeting between Jasmyne and Janice to discuss workshop themes and logistics.
2. Develop a marketing strategy to promote the workshops to both businesses' customer bases.
3. Create a shared calendar for scheduling workshops and tracking attendance and sales.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Soulfitness Studio Health and wellness center! Jazzi's Creations

**Reasoning:**

Soulfitness Studio serves clients focused on health and wellness who may also be interested in personalized gifts for special occasions, allowing for effective cross-referrals.

**Value Proposition:**

Soulfitness can refer clients to Jazzi's for custom gifts, potentially increasing Jazzi's sales by around \$500 per month through targeted referrals.

**Collaboration Example:**

Soulfitness includes a flyer for Jazzi's Creations in their welcome packets for new members, promoting personalized gift options for birthdays or wellness retreats. This drives new customers to Jazzi's, enhancing community engagement and creating a network of referral-based sales.

**Synergy Potential:**

By combining the health focus of Soulfitness with the personalized gift offerings of Jazzi's, both businesses create a holistic approach to client gifting that enhances customer loyalty and satisfaction.

**Action Items:**

1. Create referral flyers highlighting Jazzi's offerings for Soulfitness to distribute to members.
2. Set up an incentive program for Soulfitness clients who make referrals to Jazzi's, such as discounts or free workshops.
3. Track referral sales and gather feedback to optimize future collaborations.

Value: MEDIUM

MUTUAL BENEFIT