

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !” The

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

80% conf

The P-Way Solutions LLC ! Soulfitness Studio Health and wellness center

Reasoning:

The P-Way Solutions LLC specializes in commercial janitorial services, which are essential for maintaining a clean and hygienic environment in health and wellness centers like Soulfitness Studio. By providing these services, P-Way can ensure that Soulfitness maintains high cleanliness standards, enhancing their customer experience.

Value Proposition:

P-Way can generate a steady stream of revenue by securing a long-term contract with Soulfitness for routine cleaning services, potentially worth \$10,000 annually.

Collaboration Example:

The P-Way Solutions LLC can offer a tailored janitorial package for Soulfitness Studio, including daily cleaning, deep cleaning once a month, and sanitization of equipment. This package ensures that Soulfitness remains a safe and inviting environment, attracting more clients focused on health and wellness.

Synergy Potential:

This partnership is unique because it aligns the health and wellness focus of Soulfitness with the cleanliness standards required in the industry, creating a direct impact on client retention and satisfaction.

Action Items:

1. Schedule a meeting between Pervis Lowman and Janice Curry to discuss specific cleaning needs and frequency.

2. Develop a customized service proposal outlining services, pricing, and contract terms.
3. Implement a trial cleaning schedule for one month to assess satisfaction and adapt the service as needed.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' The P-Way Solutions LLC

Reasoning:

Soulfitness Studio targets individuals focused on health and wellness, who may also be small business owners looking for janitorial services for their own spaces. By referring these clients to The P-Way Solutions LLC, Soulfitness can provide added value to their clients while helping P-Way expand their customer base.

Value Proposition:

For every referral that results in a contract, Soulfitness could earn a referral fee, generating additional revenue without significant investment.

Collaboration Example:

Soulfitness can include a flyer or mention The P-Way Solutions LLC to members during fitness classes, highlighting the importance of cleanliness in their personal workspaces. If one of their clients, a small gym owner, signs with P-Way, Soulfitness could earn a \$500 referral fee.

Synergy Potential:

This relationship is unique because it allows Soulfitness to position themselves as a comprehensive resource for health and wellness, supporting their clients' total wellbeing, including their business environments.

Action Items:

1. Create a referral program with clear terms and benefits for clients.
2. Design promotional materials to distribute at Soulfitness classes and events.
3. Track referrals and outcomes to assess the effectiveness of the program.

Value: MEDIUM

MUTUAL BENEFIT