

# BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics!" Simple Creations By T

2 Relationships Identified

## BUSINESS PROFILES

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

### Simple Creations By T

Contact: Tiana Harris  
Industry: Professional Services  
Custom gifts, apparel and accessories

REFERRAL 1/2

80% conf

Enriquez Aesthetics!" Simple Creations By T

#### Reasoning:

Both businesses target individuals seeking personalized experiences, although their offerings differ. Enriquez Aesthetics can refer clients who are interested in luxury skincare to Simple Creations for custom gifts, especially for special occasions like birthdays or anniversaries.

#### Value Proposition:

By referring clients, Enriquez Aesthetics can enhance customer satisfaction and loyalty, potentially increasing their repeat business by 20%. Simple Creations benefits from direct access to a clientele that values high-quality, personalized products.

#### Collaboration Example:

Enriquez Aesthetics could create a 'Luxury Facial Experience Package' that includes a referral voucher for Simple Creations' custom gifts. For instance, a client who books a facial could receive a 10% discount voucher for a personalized skincare-themed gift basket from Simple Creations. This not only adds value to Enriquez's services but also drives sales for Simple Creations.

#### Synergy Potential:

The unique synergy lies in both businesses' focus on personalization and luxury, allowing them to create an upscale customer experience that feels seamless and cohesive, enhancing brand loyalty.

**Action Items:**

1. Set up a referral agreement detailing terms for client referrals.
2. Create promotional materials highlighting the collaboration for both businesses to share.
3. Host a joint promotional event where customers from both sides can experience services and products.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Simple Creations By T! Enriquez Aesthetics

**Reasoning:**

Simple Creations targets individuals celebrating milestones, which often includes gifting experiences. They can refer customers looking for unique gifts to Enriquez Aesthetics for luxury facial experiences, enhancing their offerings.

**Value Proposition:**

Simple Creations can increase sales by 15% by offering clients a luxury experience along with their gifts, while Enriquez Aesthetics gains access to a new market segment of gift buyers.

**Collaboration Example:**

When a customer orders a custom gift for a friend, Simple Creations could include a flyer for a discounted luxury facial experience at Enriquez Aesthetics. For instance, if a customer buys a custom jewelry piece for a friend's birthday, they receive a voucher for a discount on a luxury facial, creating a compelling gift package.

**Synergy Potential:**

This partnership enhances the gifting experience by combining personalized gifts with wellness, appealing to a customer base that prioritizes both luxury and self-care.

**Action Items:**

1. Design and print flyers or vouchers for Enriquez Aesthetics to include with Simple Creations' orders.
2. Launch a social media campaign promoting the combined offering of gifts and skincare experiences.
3. Schedule a meeting to discuss mutual marketing strategies for cross-promotion.

Value: HIGH

MUTUAL BENEFIT