

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

MyahnArt LLC

Contact: Myah Freeman
Industry: Marketing & Design
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

COLLABORATION 1/2

80% conf

Enriquez Aesthetics !” MyahnArt LLC

Reasoning:

Enriquez Aesthetics can enhance its service offerings by collaborating with MyahnArt to create a luxurious spa environment with custom murals, elevating the overall customer experience. This partnership would appeal to both businesses' target markets, as clients of Enriquez Aesthetics would appreciate the added aesthetic value, while MyahnArt gains exposure to a clientele seeking premium services.

Value Proposition:

Potential for Enriquez Aesthetics to increase service prices by 15% due to enhanced ambiance and unique offerings, while MyahnArt could secure contracts for multiple projects with a total value of \$10,000.

Collaboration Example:

Enriquez Aesthetics could host an exclusive 'Art & Aesthetics Night' where MyahnArt creates a live mural during a luxury facial experience. Attendees enjoy a facial while watching a mural come to life, with a ticket price of \$150. Both businesses promote the event together, splitting the ticket proceeds, leading to a combined revenue of \$7,500 from 50 attendees.

Synergy Potential:

The unique combination of luxury skincare and artistic enhancement creates a distinctive experience that neither business could achieve alone, attracting a niche clientele interested in both aesthetics and artistry.

Action Items:

1. Plan the 'Art & Aesthetics Night' event, including date, location, and marketing strategies.
2. Create promotional materials that highlight the collaboration and the unique experience offered.
3. Develop a joint social media campaign to target both businesses' audiences, driving ticket sales.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

MyahnArt LLC !' Enriquez Aesthetics

Reasoning:

MyahnArt's target market includes businesses looking to enhance their aesthetics, which could lead to referrals for Enriquez Aesthetics' luxury facial experiences, especially for spas or wellness centers that want to offer premium services. This can create a symbiotic relationship where MyahnArt can recommend a trusted skincare provider to its clients.

Value Proposition:

MyahnArt could earn referral fees for each client sent to Enriquez Aesthetics, potentially generating an additional \$5,000 in revenue per quarter if they refer 10 clients.

Collaboration Example:

MyahnArt works with a local hotel to create a themed mural in their wellness area. During the project, they include promotional materials for Enriquez Aesthetics, encouraging hotel guests to book luxury facials. As a result, 5 clients from the hotel visit Enriquez Aesthetics, leading to \$1,500 in revenue from just one referral campaign.

Synergy Potential:

This partnership enhances the customer experience for both businesses as MyahnArt beautifies spaces while simultaneously promoting high-quality skincare, establishing a reputation for holistic luxury services.

Action Items:

1. Create a referral program with defined incentives for MyahnArt to promote Enriquez Aesthetics.
2. Design co-branded marketing materials that MyahnArt can distribute to its clients.
3. Schedule a meeting to discuss cross-promotion strategies and target market alignment.

Value: MEDIUM

MUTUAL BENEFIT