

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself!" Celebrate & Smile Int

2 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

### COLLABORATION 1/2

80% conf

## Celebrate & Smile International Steppers!" Alys Always Love Yourself

#### Reasoning:

Celebrate & Smile International Steppers can enhance the employee experience at Alys Always Love Yourself by offering dance workshops that promote wellness and creativity. In return, Alys can provide skincare products as rewards for participants, creating a unique wellness package.

#### Value Proposition:

This collaboration could generate an additional \$1,500 in revenue for Celebrate & Smile through workshop fees and increased product sales for Alys by at least 15% during joint promotions.

#### Collaboration Example:

Celebrate & Smile organizes a 'Dance & Pamper' event where employees of Alys engage in a dance class followed by skincare product demonstrations and samples. Each participant pays a fee of \$50, with 30 employees attending, generating \$1,500 for Celebrate & Smile. Alys showcases their products during the session and offers 20% off for participants, leading to an estimated \$300 in sales.

#### Synergy Potential:

This pairing is unique as it combines the physical engagement of dance with the self-care focus of skincare, appealing directly to Alys's target market of mature women who value both wellness and beauty.

**Action Items:**

1. Schedule a planning meeting between Tiffany and Cenita to outline event details.
2. Develop promotional materials that highlight the benefits of the event for both businesses.
3. Set a date for the 'Dance & Pamper' event, targeting the next month to generate excitement in the community.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

ALYS Always Love Yourself! Celebrate & Smile International Steppers

**Reasoning:**

ALYS Always Love Yourself can refer their clients, especially mature women interested in wellness, to Celebrate & Smile for dance classes. This is a natural fit as many might enjoy dance as a form of exercise and social engagement.

**Value Proposition:**

By referring clients, ALYS can enhance their customer value proposition, potentially increasing customer retention and loyalty, while Celebrate & Smile gains new participants from a targeted demographic.

**Collaboration Example:**

ALYS includes a flyer for Celebrate & Smile's dance classes in their skincare product packages and newsletters, promoting a special discount for first-time attendees. If 50 clients sign up for a class at \$25 each, this could generate \$1,250 in new revenue for Celebrate & Smile.

**Synergy Potential:**

This relationship enhances the wellness offerings for both businesses, creating a comprehensive lifestyle approach that encourages clients to engage in both dance and skincare, thereby fostering holistic health.

**Action Items:**

1. Create a referral agreement that outlines the benefits for both businesses.
2. Develop co-branded marketing materials that highlight the partnership.
3. Train ALYS staff to discuss the benefits of dance classes with their customers.

Value: MEDIUM

MUTUAL BENEFIT