

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" JAX AI Agency

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

### JAX AI Agency

Contact: Vladimir Bichev

Industry: Technology

Software Technology and AI Consulting

## VENDOR 1/2

75% conf

JAX AI Agency !' ALYS Always Love Yourself

### Reasoning:

JAX AI Agency can enhance ALYS Always Love Yourself's online presence through AI-driven marketing tools that optimize customer engagement and sales conversions. This service directly aligns with ALYS's need to expand its market reach among mature women.

### Value Proposition:

JAX AI Agency could help ALYS increase online sales by 20% through targeted AI marketing campaigns, translating to an estimated \$50,000 additional revenue per year.

### Collaboration Example:

JAX AI Agency could create a personalized skincare recommendation chatbot on ALYS's e-commerce site. This bot would interact with customers, providing tailored product suggestions based on their skin type and concerns. For example, a customer visits the site, engages with the chatbot, and ends up purchasing a \$100 skincare bundle, which they might not have considered otherwise.

### Synergy Potential:

The unique synergy lies in combining cutting-edge AI technology with the beauty industry, allowing ALYS to stand out in a competitive market while providing measurable results through data-driven insights.

**Action Items:**

1. Schedule an initial meeting to discuss specific AI marketing tools suitable for ALYS's business model.
2. Develop a pilot project outline for the chatbot, including timeline and deliverables.
3. Create a joint marketing plan to promote the new AI features to ALYS's target audience.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

80% conf

ALYS Always Love Yourself! JAX AI Agency

**Reasoning:**

ALYS Always Love Yourself targets mature women who may also be business owners or decision-makers in their companies, representing a potential referral source for JAX AI Agency's consulting services.

**Value Proposition:**

By referring their clients and customers who are interested in AI adoption, ALYS can earn referral fees, potentially increasing revenue by an additional \$10,000 annually based on a 5% fee on successful contracts.

**Collaboration Example:**

ALYS could host informational sessions at beauty schools where they promote skincare products while introducing JAX AI Agency's services. At one event, they could discuss how AI can help beauty businesses modernize operations, leading to a direct referral of a salon owner needing AI consulting for their operations.

**Synergy Potential:**

This partnership uniquely taps into the intersection of beauty and technology, allowing both businesses to leverage their respective customer bases while enhancing service offerings.

**Action Items:**

1. Identify local beauty schools and set up introductory meetings to discuss partnership opportunities.
2. Create referral materials that outline JAX AI Agency's services tailored for beauty industry professionals.
3. Develop a tracking system to monitor referrals and resulting contracts for mutual benefit.

Value: MEDIUM

MUTUAL BENEFIT