

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !" Soulfitness Studio Health a

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Soulfitness Studio Health and wellness center

Contact: janice curry
Industry: Health & Wellness
Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

Enriquez Aesthetics !" Soulfitness Studio Health and wellness center

Reasoning:

Enriquez Aesthetics specializes in luxury facial experiences, which can greatly benefit individuals who are also focused on overall health and wellness. Soulfitness Studio's clients seeking weight loss and mental health support often prioritize skincare as part of their wellness journey, creating a natural referral pathway.

Value Proposition:

Enriquez Aesthetics can gain new clients from Soulfitness Studio's customer base while providing an added wellness service for Soulfitness, enhancing their client offerings.

Collaboration Example:

Enriquez Aesthetics could offer a special promotion for Soulfitness members, such as a discounted facial treatment or a complimentary skincare consultation. For every referral from Soulfitness, Enriquez Aesthetics could provide a percentage discount for members, and in return, Soulfitness could display promotional materials in their studio, driving foot traffic and raising awareness.

Synergy Potential:

The unique synergy lies in their overlapping wellness focus; while Soulfitness clients aim for physical health, adding skincare as part of their routine can enhance their overall self-care, making the partnership a holistic approach to well-being.

Action Items:

1. Create a referral program that offers discounts for Soulfitness members.
2. Develop promotional materials for Soulfitness to display in their studio.
3. Set up a training session for Soulfitness staff on the benefits of skincare to better inform their clients.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Enriquez Aesthetics

Reasoning:

Soulfitness Studio's target market aligns closely with the clientele of Enriquez Aesthetics. Individuals looking to improve their mental health and physical appearance are likely to also be interested in luxury skincare services, making this a beneficial referral relationship.

Value Proposition:

Soulfitness Studio can enhance its service offerings by referring clients to Enriquez Aesthetics, potentially increasing client satisfaction and retention.

Collaboration Example:

Soulfitness could host a 'Wellness Week' event where they offer workshops on fitness, nutrition, and mental health, and invite Enriquez Aesthetics to set up a booth providing mini-facial treatments and skincare consultations. For every client that books a full service with Enriquez post-event, Soulfitness could receive a referral fee.

Synergy Potential:

This pairing is unique as it combines physical health and skincare, addressing both fitness and beauty, which can lead to a holistic lifestyle approach that resonates deeply with their shared target market.

Action Items:

1. Organize a joint event called 'Wellness Week' to promote both businesses.
2. Develop a referral fee structure for clients referred to Enriquez Aesthetics.
3. Create joint marketing materials highlighting the benefits of combining fitness with skincare.

Value: MEDIUM

MUTUAL BENEFIT