

# BUSINESS RELATIONSHIP ANALYSIS

## Complete Renewal LLC !” Organize Design Create

2 Relationships Identified

### BUSINESS PROFILES

#### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

#### Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

### COLLABORATION 1/2

80% conf

## Organize Design Create !” Complete Renewal LLC

#### Reasoning:

Organize Design Create can leverage its marketing expertise to promote Complete Renewal's products, specifically targeting health-conscious minority women. This partnership can enhance Complete Renewal's visibility and sales while providing Organize Design Create with a platform to showcase its marketing capabilities.

#### Value Proposition:

By increasing Complete Renewal's online visibility and sales through effective marketing strategies, Organize Design Create could potentially earn \$10,000 in service fees while helping Complete Renewal increase its revenue by 20% over the next quarter.

#### Collaboration Example:

Organize Design Create organizes an online marketing campaign featuring Complete Renewal's latest skincare line. They create visually appealing content, manage social media ads, and run a targeted email campaign. For instance, they host a live webinar demonstrating the skincare products, offering exclusive discounts to attendees. This campaign could generate \$25,000 in sales for Complete Renewal while earning Organize Design Create a \$5,000 fee for their marketing services.

#### Synergy Potential:

The unique combination of health and wellness with targeted marketing creates a powerful narrative that resonates with minority women, making their partnership not just beneficial but essential for reaching an underserved market.

**Action Items:**

1. Schedule an initial meeting to outline the marketing strategy and goals.
2. Develop a calendar of planned content and promotional events for the next three months.
3. Create a joint branding guide to ensure cohesive messaging across all platforms.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

**Complete Renewal LLC !' Organize Design Create****Reasoning:**

Complete Renewal serves a demographic that overlaps with Organize Design Create's target market. By referring clients who need branding and marketing support to Organize Design Create, Complete Renewal can enhance the value it offers to its customers while earning referral fees.

**Value Proposition:**

Complete Renewal could earn a referral fee of 10% on projects it sends to Organize Design Create, which could translate to an additional \$2,000 in revenue if they refer \$20,000 worth of projects over the next year.

**Collaboration Example:**

Whenever a Complete Renewal client shows interest in expanding their business presence, Nadege Dolsaint introduces them to Organize Design Create. For example, if a client asks for help with social media marketing after purchasing skincare products, Nadege provides a warm introduction, leading to a successful project where Organize Design Create earns \$5,000 for developing a comprehensive social media strategy.

**Synergy Potential:**

The referral partnership not only enhances customer satisfaction by providing comprehensive service options but also positions both businesses as community-centered brands that support local entrepreneurs and health-conscious consumers.

**Action Items:**

1. Create a referral agreement outlining terms and commission structure.
2. Develop a personalized pitch that Complete Renewal can use when referring clients to Organize Design Create.
3. Set up a monthly check-in to review referral outcomes and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT