

# BUSINESS RELATIONSHIP ANALYSIS

## MyahnArt LLC !” Relax Relate & Release

2 Relationships Identified

### BUSINESS PROFILES

#### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

#### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### COLLABORATION 1/2

85% conf

#### MyahnArt LLC !” Relax Relate & Release

##### Reasoning:

MyahnArt LLC's services in creative design could enhance the ambiance of Relax Relate & Release's massage therapy space, making it more inviting and aesthetically pleasing. In return, Relax Relate & Release can promote MyahnArt's services to their veteran clientele, who might appreciate custom artwork for their homes.

##### Value Proposition:

By collaborating, MyahnArt can increase its customer base and project portfolio, while Relax Relate & Release can enhance customer experience, leading to higher client retention and possibly increased session bookings.

##### Collaboration Example:

MyahnArt could create a series of calming murals for Relax Relate & Release's therapy rooms, designed to promote relaxation. They could host an opening event where veterans come to experience a complimentary massage while enjoying a tour of the newly decorated space, offering MyahnArt exposure to potential customers and an opportunity to sell prints of the artwork displayed.

##### Synergy Potential:

This partnership uniquely combines artistic enhancement with wellness services, creating a holistic experience that appeals to the emotional and aesthetic needs of clients, particularly resonating with the veteran community.

### Action Items:

1. Schedule a meeting to discuss mural concepts and themes that resonate with Relax Relate & Release's target market.
2. Create a marketing plan for the opening event, including promotional materials highlighting both businesses.
3. Develop a referral program where Relax Relate & Release offers discounts on services for clients who purchase art from MyahnArt.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Relax Relate & Release !' MyahnArt LLC

### Reasoning:

Relax Relate & Release serves veterans who may be interested in unique artwork for home decor or gifts, and MyahnArt specializes in custom portraits and murals that cater to this demographic's aesthetic needs.

### Value Proposition:

By referring clients to MyahnArt, Relax Relate & Release can enhance its service offerings and provide additional value to its clients, potentially increasing customer satisfaction and loyalty.

### Collaboration Example:

Relax Relate & Release can provide MyahnArt's contact information in their post-massage care packages given to clients, suggesting custom portraits as a therapeutic outlet for expression or gift ideas for family. This could result in a steady stream of referrals, creating a win-win scenario.

### Synergy Potential:

The pairing of a health-focused business with an artistic one offers a unique avenue for veterans to explore creativity as a form of therapy, distinguishing this relationship from typical referral partnerships.

### Action Items:

1. Create a referral card or flyer to include in client care packages that features MyahnArt's services.
2. Develop a joint promotional offer where veterans receive a discount for both massage therapy and custom artwork.
3. Set a quarterly review to assess the effectiveness of referrals and make adjustments as needed.

Value: MEDIUM

MUTUAL BENEFIT