

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Enriquez Aesthetics

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale
Industry: Arts & Creative
community/employee enhancement through art of dance

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

COLLABORATION 1/2

85% conf

Enriquez Aesthetics' Celebrate & Smile International Steppers

Reasoning:

Enriquez Aesthetics and Celebrate & Smile can create a combined wellness event that promotes both skincare and dance, appealing to their shared target market of individuals seeking enhancement in their lifestyle. This collaboration allows them to leverage each other's strengths and reach a broader audience.

Value Proposition:

Collectively, they could generate approximately \$2,000 in revenue from ticket sales and product promotions during the event, while also increasing customer base and engagement for both businesses.

Collaboration Example:

Enriquez Aesthetics can host a 'Glow and Groove' event where clients enjoy luxury facial treatments followed by a dance workshop led by Celebrate & Smile. For example, 30 attendees pay \$75 each for the event, generating \$2,250. Attendees receive a skincare starter kit and a voucher for a future dance class, enticing them to return, thereby creating a pipeline of repeat customers.

Synergy Potential:

This partnership uniquely combines health and wellness with art and expression, creating a holistic experience that neither business could offer alone, thus enhancing their market appeal.

Action Items:

1. Schedule a planning meeting between Bianca Enriquez and Tiffany Barksdale to outline event details.
2. Develop a marketing strategy that highlights the benefits of both facial treatments and dance classes.
3. Create promotional materials that can be shared on social media and through email to both customer bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Celebrate & Smile International Steppers! Enriquez Aesthetics

Reasoning:

Celebrate & Smile's focus on community enhancement aligns well with the clientele of Enriquez Aesthetics, as both target individuals looking to improve their quality of life. They can refer clients to each other to enhance customer satisfaction.

Value Proposition:

By referring clients, Celebrate & Smile could enhance their service offerings, potentially increasing customer retention by 15% and driving additional revenue for both businesses.

Collaboration Example:

Celebrate & Smile can include promotional materials for Enriquez Aesthetics in their dance class packages. For instance, after a dance class, each participant receives a flyer offering a 10% discount on their first facial treatment, encouraging them to try out the service and bringing new clients into Enriquez's business.

Synergy Potential:

This referral system creates a seamless experience for clients looking to improve their wellness through both physical activity and skincare, establishing both businesses as go-to solutions for holistic health.

Action Items:

1. Create a referral program that includes discounts for both businesses.
2. Develop co-branded marketing materials that can be distributed at each other's events.
3. Arrange a feedback system to track the success of referrals and make adjustments as needed.

Value: MEDIUM

MUTUAL BENEFIT