

# BUSINESS RELATIONSHIP ANALYSIS

Noseniorleftbehindfl.org !” Soulfitness Studio Health

2 Relationships Identified

## BUSINESS PROFILES

### Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

Assessments for 55 and older in need of a service to help maintain independence.

### 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

Soulfitness Studio Health and wellness center !” Noseniorleftbehindfl.org

#### Reasoning:

Soulfitness Studio's clientele includes individuals focused on health, which may include seniors who need wellness services. Noseniorleftbehindfl.org provides assessments that align with Soulfitness's holistic approach to health. By referring clients to each other, both businesses can enhance their service offerings without direct competition.

#### Value Proposition:

Increased client base by up to 20% through mutual referrals, leading to potential revenue growth of 10-15%.

#### Collaboration Example:

Soulfitness Studio could create a wellness program specifically for seniors, where they assess the health needs of seniors referred by Noseniorleftbehindfl.org. For example, for every five seniors referred for fitness assessments, Soulfitness could offer a discounted package, generating additional revenue while providing essential services to the community.

#### Synergy Potential:

The unique pairing brings together health and wellness with senior independence services, creating a comprehensive care solution that supports the physical and mental health of seniors, which is often overlooked.

#### Action Items:

1. Develop a referral agreement outlining specific benefits for each party.

2. Create promotional materials that highlight the partnership and shared services.
3. Host a joint community event to promote wellness and independence for seniors.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org | Soulfitness Studio Health and wellness center

### Reasoning:

Noseniorleftbehindfl.org serves seniors who may be interested in maintaining their health through fitness and wellness programs at Soulfitness Studio. By referring their clients to Soulfitness, they can enhance their service offerings without competing directly.

### Value Proposition:

Potential increase in client engagement at Soulfitness could lead to a 15% rise in new memberships, translating into an estimated \$10,000 in additional annual revenue.

### Collaboration Example:

For every senior referral that Noseniorleftbehindfl.org sends to Soulfitness Studio, they could establish a program where seniors receive a complimentary first fitness class or wellness consultation. This allows Soulfitness to cater to a new demographic while Noseniorleftbehindfl.org enhances its service portfolio.

### Synergy Potential:

This pairing uniquely addresses the dual challenge of health and independence for seniors, creating a supportive ecosystem that fosters both physical well-being and emotional support.

### Action Items:

1. Identify specific fitness programs tailored for seniors that Soulfitness can offer.
2. Create a tracking system for referrals and track the success of the program.
3. Design marketing materials highlighting the benefits of fitness for seniors to distribute through Noseniorleftbehindfl.org.

Value: MEDIUM

MUTUAL BENEFIT