

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !" Soulfitness Studio Health a

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

COLLABORATION 1/2

75% conf

Be Present Detalles !" Soulfitness Studio Health and wellness center

Reasoning:

Be Present Detalles specializes in creating memorable events, which can be leveraged to host wellness-focused events or workshops that align with Soulfitness Studio's health and wellness mission. This partnership allows both businesses to tap into each other's customer bases, expanding their reach.

Value Proposition:

By hosting a joint wellness retreat, both businesses could attract 50 attendees at \$150 each, generating \$7,500 in revenue split between them, alongside gaining new clients through follow-up marketing.

Collaboration Example:

Be Present Detalles organizes a 'Wellness Weekend Retreat' at a local venue, featuring fitness classes led by Soulfitness Studio trainers, healthy meal prep workshops, and relaxation sessions. They promote the event through their social media channels and split the ticket sales, providing an engaging experience that enhances both brands' visibility.

Synergy Potential:

This partnership is unique because it combines event planning with health and wellness, creating a specialized offering that neither can achieve alone while directly addressing the needs of both target markets.

Action Items:

1. Schedule a meeting between De'Ana Aguas and Janice Curry to discuss potential retreat themes and logistics.
2. Develop a marketing plan that utilizes both businesses' social media and email lists to maximize reach.
3. Create a budget and pricing structure for the event to ensure profitability and shared costs.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Soulfitness Studio Health and wellness center !' Be Present Detalles

Reasoning:

Soulfitness Studio's target market of health-conscious individuals aligns with Be Present Detalles' audience of busy professionals and couples looking for unique experiences. Referring clients to each other can enhance customer satisfaction and retention.

Value Proposition:

Soulfitness Studio can refer clients seeking event planning services to Be Present Detalles, potentially increasing Be Present's client base by 20%, leading to an estimated additional revenue of \$10,000 annually.

Collaboration Example:

Soulfitness Studio promotes Be Present Detalles' services in their monthly newsletter, offering a 10% discount for members who book an event. This encourages members to utilize Be Present's services for special occasions like anniversaries or corporate events, leading to a steady stream of referrals.

Synergy Potential:

The unique synergy comes from combining health and lifestyle with special events, as both businesses emphasize the importance of well-being in both personal and professional environments.

Action Items:

1. Set up a referral agreement outlining the benefits and processes for referring clients.
2. Coordinate joint marketing efforts for upcoming events that cater to both businesses' clientele.
3. Design promotional materials that highlight the partnership for distribution at both locations.

Value: MEDIUM

MUTUAL BENEFIT