

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Soulfitness S

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers!" Soulfitness Studio Health and w

Reasoning:

Celebrate & Smile International Steppers could collaborate with Soulfitness Studio to offer a unique health and wellness workshop that combines dance and fitness. Both businesses target individuals interested in health, well-being, and social engagement, making this partnership a natural fit.

Value Proposition:

By organizing joint workshops, both businesses could attract new clients and increase revenue by charging a premium for specialized sessions. For example, a workshop could be priced at \$50 per person, with 20 participants resulting in \$1,000 shared between the two businesses.

Collaboration Example:

Celebrate & Smile International Steppers and Soulfitness Studio could host a 'Dance Your Way to Wellness' workshop at Soulfitness Studio's location. Attendees would participate in a one-hour dance class followed by a nutrition talk by Soulfitness. The event would be marketed as a holistic approach to health, and both businesses would promote it through their channels, sharing the revenue based on attendance.

Synergy Potential:

This partnership uniquely combines the joy of dance with fitness and nutrition, appealing to both social and health-oriented audiences. The interactive nature of dance enhances the wellness experience, setting it apart from typical health workshops.

Action Items:

1. Schedule a meeting between Tiffany and Janice to discuss workshop details and logistics.
2. Develop a marketing plan that includes social media promotion and email campaigns targeting both businesses' customer bases.
3. Create a sign-up sheet and payment system for the workshop, ensuring a seamless registration process.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Celebrate & Smile Internati

Reasoning:

Soulfitness Studio serves individuals focused on health and wellness, many of whom may also be interested in enhancing their social lives through dance. This creates a referral opportunity where Soulfitness can recommend Celebrate & Smile's dance services to its member base.

Value Proposition:

Soulfitness Studio can enhance its service offerings and client satisfaction by providing referrals to Celebrate & Smile, potentially increasing retention rates and attracting new clients. For each successful referral, a commission of \$10 could incentivize the partnership.

Collaboration Example:

Soulfitness Studio can set up a referral program where members receive a discount on their first dance class at Celebrate & Smile. For instance, if a member attends a wellness session and mentions the referral, they can receive a 20% discount on their first class, encouraging them to try out dance as part of their wellness regime.

Synergy Potential:

By integrating dance into the wellness journey, this partnership offers a multifaceted approach to health that goes beyond traditional fitness, allowing clients to socialize and enjoy physical activity simultaneously.

Action Items:

1. Create a referral flyer that highlights the benefits of dance for wellness to be distributed at Soulfitness Studio.
2. Implement a tracking system to monitor referrals and incentives for both businesses.
3. Host a joint event where Soulfitness members can experience a free introductory dance class to kick off the referral program.

Value: MEDIUM

MUTUAL BENEFIT