

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Noseniorleftbehindfl

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

Noseniorleftbehindfl.org

Contact: Wanda K Jackson

Industry: Professional Services

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

REFERRAL 1/2

70% conf

Noseniorleftbehindfl.org !' Complete Renewal LLC

Reasoning:

Both businesses serve overlapping demographics, specifically seniors and health-conscious individuals, without directly competing. Noseniorleftbehindfl.org can refer its senior clients who are interested in holistic wellness and skincare to Complete Renewal, while Complete Renewal can recommend seniors who may benefit from companionship and home maintenance services.

Value Proposition:

By collaborating on referrals, both businesses can increase their customer bases by 20-30%, tapping into each other's networks for shared clientele.

Collaboration Example:

Noseniorleftbehindfl.org could host a monthly wellness seminar for seniors where Complete Renewal sets up a booth offering free mini-skin consultations and product samples. This event attracts 50 seniors, leading to 10 new clients for Complete Renewal and potential service inquiries for Noseniorleftbehindfl.org.

Synergy Potential:

The unique synergy stems from their shared mission of enhancing quality of life; by working together, they can create a holistic approach to health and wellness for their overlapping customer base.

Action Items:

1. Schedule a meeting between Wanda and Nadege to discuss referral frameworks.
2. Develop a co-branded marketing flyer promoting the referral partnership to distribute at both businesses.
3. Plan the first wellness seminar and outline the roles for both businesses.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

65% conf

Complete Renewal LLC !' Noseniorleftbehindfl.org

Reasoning:

Complete Renewal's focus on wellness education aligns with Noseniorleftbehindfl.org's mission to help seniors maintain independence. By collaborating on events, they can provide mutual benefits through shared audience engagement and brand exposure.

Value Proposition:

Joint events could yield increased foot traffic and sales for Complete Renewal while enhancing service awareness for Noseniorleftbehindfl.org, potentially increasing customer engagement by 30% at events.

Collaboration Example:

Complete Renewal could host a 'Senior Spa Day' at a local community center where seniors receive skincare consultations and learn about maintaining their health, while Noseniorleftbehindfl.org provides information on available services for seniors, generating leads for both businesses. If they have 40 attendees, Complete Renewal could gain 5 new clients, and Noseniorleftbehindfl.org could gain 10 service inquiries.

Synergy Potential:

This collaboration uniquely combines wellness and independence, creating a nurturing environment that addresses both physical and emotional health for seniors—something neither could achieve alone.

Action Items:

1. Identify a local community center willing to host the event and secure a date.
2. Create a joint marketing plan to promote the 'Senior Spa Day' through social media and local community boards.
3. Outline the program details, including consultations, health talks, and product giveaways.

Value: MEDIUM

MUTUAL BENEFIT