

# BUSINESS RELATIONSHIP ANALYSIS

A L Y S   A l w a y s   L o v e   Y o u r s e l f ! " R e l a x   R e l a t e &

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

REFERRAL 1/2

75% conf

Relax Relate & Release! ALYS Always Love Yourself

#### Reasoning:

Relax Relate & Release serves veterans, a demographic that may also be interested in skincare products offered by ALYS Always Love Yourself. By referring clients to each other, both businesses can tap into each other's target markets without competing directly.

#### Value Proposition:

By referring clients, both businesses could see an increase in customer base by approximately 20% over the next quarter, leading to a potential revenue increase of \$5,000 for each.

#### Collaboration Example:

Relax Relate & Release sets up a referral program where veterans who book a massage receive a discount voucher for ALYS skincare products. In return, ALYS provides a similar voucher for their skincare services to clients who book massages, effectively creating a reciprocal referral system that drives business to both establishments.

#### Synergy Potential:

Both businesses focus on enhancing personal well-being - Relax Relate & Release through physical health and ALYS through skin health. This creates a holistic approach to wellness that is particularly appealing to their overlapping clientele.

### Action Items:

1. Create a joint referral program with discount vouchers for each other's services.
2. Schedule a meeting to discuss marketing strategies and create promotional materials.
3. Launch a combined social media campaign highlighting the benefits of both services.

Value: MEDIUM

MUTUAL BENEFIT

### REFERRAL 2/2

65% conf

ALYS Always Love Yourself! Relax Relate & Release

### Reasoning:

ALYS Always Love Yourself targets mature women, who may also benefit from massage therapy, especially for stress relief and skin health. This creates an opportunity for mutual referrals that can increase clientele for both businesses.

### Value Proposition:

By establishing a referral system, ALYS could introduce Relax Relate & Release to its customers, potentially increasing their bookings by 15% and generating an additional \$3,000 in revenue over a short period.

### Collaboration Example:

ALYS Always Love Yourself includes a brochure for Relax Relate & Release in their product packaging for customers purchasing skincare items. This encourages the mature women demographic to explore massage therapy, while Relax Relate & Release offers a special promotion for referrals coming from ALYS, thus driving bookings and revenue for both businesses.

### Synergy Potential:

ALYS focuses on skincare for mature women, while Relax Relate & Release addresses the health and wellness needs of veterans. This unique pairing allows them to cater to a diverse range of clients with complementary health and beauty needs.

### Action Items:

1. Develop a brochure featuring Relax Relate & Release to include in ALYS product shipments.
2. Create a promotional offer for ALYS customers who refer clients to Relax Relate & Release.
3. Collaborate on a local event focusing on wellness where both businesses can showcase their services.

Value: MEDIUM

MUTUAL BENEFIT