

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !" Free Agents Inc

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### REFERRAL 1/2

70% conf

## Enriquez Aesthetics !" Free Agents Inc

#### Reasoning:

Enriquez Aesthetics targets individuals looking for skincare solutions, which could include employees from the companies serviced by Free Agents Inc. As Free Agents aids businesses with staffing solutions, they may encounter clients needing aesthetic services for employee wellness.

#### Value Proposition:

By referring clients to each other, both businesses can increase their customer bases, leading to a potential revenue growth of 15-20% for both over the next quarter.

#### Collaboration Example:

Free Agents Inc. could refer their clients to Enriquez Aesthetics for employee wellness programs, suggesting a monthly facial treatment package. For every referral that converts, Enriquez could offer Free Agents a 10% commission on the treatment package sales, while Free Agents can enhance their value proposition to clients looking to improve employee wellness.

#### Synergy Potential:

The unique synergy lies in enhancing employee wellness through aesthetic services, creating a holistic approach to workplace satisfaction that is not commonly offered by staffing agencies.

**Action Items:**

1. Set up a meeting between Bianca Enriquez and James Higbe to discuss referral terms.
2. Develop a referral brochure that outlines the benefits of aesthetic services for employee wellness.
3. Launch a pilot referral program with promotional discounts for the first three clients referred.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

Free Agents Inc.' Enriquez Aesthetics

**Reasoning:**

Free Agents Inc. works with companies that may have employees suffering from chronic skin conditions or seeking quality skincare, providing a natural referral opportunity to Enriquez Aesthetics.

**Value Proposition:**

Free Agents can enhance their client offerings by referring clients to Enriquez Aesthetics, potentially increasing their service value and creating an additional revenue stream from commissions on referred clients.

**Collaboration Example:**

Free Agents could create a wellness package for their clients that includes a voucher for a luxury facial experience at Enriquez Aesthetics. This package could be marketed as a perk for their employee benefits scheme, with Enriquez providing Free Agents with a 15% commission for each package sold. For example, if 10 companies opt for this package, it could lead to \$3,000 in additional revenue for Enriquez.

**Synergy Potential:**

This pairing is unique as it combines professional service solutions with wellness, creating a comprehensive approach to employee morale and satisfaction that few businesses in Jacksonville currently offer.

**Action Items:**

1. Draft a partnership agreement outlining referral commissions for Free Agents.
2. Create promotional materials showcasing the wellness package to share with Free Agents' clients.
3. Conduct a joint workshop to educate businesses on the importance of employee wellness and skincare.

Value: MEDIUM

MUTUAL BENEFIT