

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Relax

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers !” Relax Relate & Release

Reasoning:

Celebrate & Smile International Steppers specializes in enhancing community and employee relations through dance, while Relax Relate & Release offers therapeutic massage services. Together, they can create a wellness retreat that combines dance workshops with massage therapy, targeting companies looking to enhance employee well-being.

Value Proposition:

This partnership could generate a combined revenue of \$10,000 from a weekend wellness retreat, attracting multiple corporate clients focused on employee engagement and wellness.

Collaboration Example:

In the coming month, both businesses could host a 'Corporate Wellness Weekend' at a local venue. Celebrate & Smile would lead dance classes designed to relieve stress, while Relax Relate & Release offers massage sessions to participants. Each company could charge \$200 per participant, aiming for at least 50 attendees, resulting in \$10,000 in revenue and enhanced visibility in the corporate wellness space.

Synergy Potential:

The unique pairing stems from merging physical activity with relaxation, creating a comprehensive wellness experience that targets stress relief in a corporate environment, which neither could achieve alone.

Action Items:

1. Schedule a planning meeting to discuss the retreat logistics and identify a suitable venue.
2. Develop a joint marketing strategy targeting local businesses and corporations.
3. Create a promotional package outlining the benefits of attending the wellness retreat for employees.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release !' Celebrate & Smile International Steppers

Reasoning:

Relax Relate & Release serves veterans, a demographic that may also benefit from community engagement and enhancement through dance offered by Celebrate & Smile International Steppers. They can refer their veteran clients looking for social and physical activities.

Value Proposition:

This referral relationship could create an additional revenue stream for Celebrate & Smile, potentially increasing their client base by 20% through referrals from Relax Relate & Release.

Collaboration Example:

Starting next week, Relax Relate & Release could provide its veteran clients with a flyer promoting Celebrate & Smile's dance classes, which cater to both singles and couples. In return, Celebrate & Smile could offer a discount to veterans, encouraging them to join and potentially leading to 15 new participants in the first month.

Synergy Potential:

The partnership focuses on supporting veterans' mental health through creative avenues, merging physical wellness with artistic expression, which is not commonly offered in either business alone.

Action Items:

1. Create a referral flyer that outlines the benefits of dance for veterans.
2. Set up a discount program specifically for veteran clients of Relax Relate & Release.
3. Host a free introductory dance class for veterans to encourage engagement.

Value: MEDIUM

MUTUAL BENEFIT