

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Relax Relate & Release

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Relax Relate & Release

Contact: Hazel Lee  
Industry: Health & Wellness  
Massage Therapy

## COLLABORATION 1/2

80% conf

Be Present Detalles!" Relax Relate & Release

### Reasoning:

Be Present Detalles specializes in creating personalized events and experiences, while Relax Relate & Release offers massage therapy services. By collaborating, they can create a unique 'Relaxation Retreat' package targeting busy professionals and veterans, combining both services for a holistic experience.

### Value Proposition:

This collaboration could generate additional revenue streams for both businesses, as they can market a premium package priced at \$250 per person for a day retreat, attracting at least 20 clients per month, generating \$5,000 in new revenue.

### Collaboration Example:

In a 'Relaxation Retreat' event, Be Present Detalles organizes a half-day getaway that includes a soothing massage session by Relax Relate & Release, followed by a guided meditation and healthy lunch. The event is marketed through both businesses' channels, and they share the revenue 60/40, with Be Present handling the logistics while Relax brings in their expertise in wellness.

### Synergy Potential:

This partnership stands out because it merges the emotional and experiential elements of events with the physical wellness aspect, creating a comprehensive service that appeals to both target markets simultaneously, enhancing overall customer satisfaction.

### Action Items:

1. Schedule a meeting to brainstorm specific details and logistics for the 'Relaxation Retreat'.
2. Develop a joint marketing strategy to promote the package through social media and email campaigns.
3. Create a shared booking system to streamline customer registrations and payments for the retreat.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Relax Relate & Release! Be Present Detalles

### Reasoning:

While the primary target markets differ, both businesses cater to individuals seeking stress relief and enhanced well-being. Relax Relate & Release can refer clients who may benefit from Be Present's event planning services, especially for personal celebrations or corporate wellness events.

### Value Proposition:

By establishing a referral program, Relax can offer its clients exclusive discounts on Be Present's services, potentially increasing Be Present's client base by 15-20 new clients monthly.

### Collaboration Example:

For every client that visits Relax for massage therapy, they receive a referral card offering 10% off their first event organized by Be Present Detalles. In return, Be Present will provide Relax with promotional materials to display in their therapy rooms, promoting upcoming wellness events.

### Synergy Potential:

This relationship is unique because it taps into the growing trend of wellness-focused living, allowing each business to enhance its service offerings and provide a more well-rounded experience to their clients.

### Action Items:

1. Create branded referral cards for Relax to distribute to clients post-therapy.
2. Develop a tracking system to monitor referrals and resulting client conversions.
3. Host a joint event to showcase both services, attracting potential clients and building brand awareness.

Value: MEDIUM

MUTUAL BENEFIT