

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" IV Creative

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson  
Industry: Professional Services  
Skincare Products to consumers and businesses

### IV Creative

Contact: Iliana  
Industry: Marketing & Design  
We support local businesses who are in need of content creation services.

REFERRAL 1/2

75% conf

IV Creative!" ALYS Always Love Yourself

#### Reasoning:

Both IV Creative and ALYS Always Love Yourself target local businesses and consumers, particularly women. IV Creative can refer its local business clients who are interested in beauty products to ALYS, while ALYS can recommend IV Creative for marketing their skincare services.

#### Value Proposition:

Increased customer base for ALYS through referrals from local businesses, potentially generating an additional \$10,000 in sales through 5-10 new clients referred by IV Creative.

#### Collaboration Example:

IV Creative creates a marketing campaign for ALYS that highlights their skincare products specifically for women over 40. They target local businesses that cater to this demographic, such as gyms or wellness centers, integrating ALYS products into their promotions. For every client referred by IV Creative, ALYS offers a 10% discount to ensure customer acquisition and satisfaction.

#### Synergy Potential:

This partnership leverages IV Creative's strong local business connections with ALYS's unique niche in the skincare market for mature women, creating a targeted referral strategy that benefits both businesses.

### Action Items:

1. Set up a referral agreement detailing commission percentages for each referred client.
2. Create co-branded marketing materials that highlight both brands and their offerings.
3. Organize a local event where both businesses can showcase services and products to the target market.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

80% conf

IV Creative! ALYS Always Love Yourself

### Reasoning:

IV Creative's marketing expertise can help ALYS to build brand awareness and reach their target market more effectively. Simultaneously, ALYS can provide skincare products for promotional events hosted by IV Creative.

### Value Proposition:

Joint events could generate increased sales for ALYS and boost IV Creative's portfolio, potentially leading to \$15,000 in additional revenue through new client contracts and increased product sales.

### Collaboration Example:

IV Creative organizes a 'Skincare & Self-Care' workshop at a local beauty school where mature women can learn about skincare while trying out ALYS products. IV Creative handles the event logistics and promotions, while ALYS provides product samples and discounts for attendees. This could draw in 50 participants, leading to significant product sales and new clientele for both businesses.

### Synergy Potential:

The collaboration uniquely combines IV Creative's marketing strategies with ALYS's targeted skincare products, enhancing both brands' visibility in the local market while creating a platform for direct engagement with the target audience.

### Action Items:

1. Plan the workshop logistics, including venue, date, and materials needed.
2. Develop a co-promotional strategy utilizing social media and email marketing.
3. Create a follow-up plan to capture leads from event attendees for both businesses.

Value: HIGH

MUTUAL BENEFIT