

# BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” IV Creative

2 Relationships Identified

## BUSINESS PROFILES

### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

### IV Creative

Contact: Iliana

Industry: Marketing & Design

We support local businesses who are in need of content creation services.

## VENDOR 1/2

70% conf

IV Creative !” Complete Renewal LLC

### Reasoning:

IV Creative offers content creation services that can significantly enhance Complete Renewal's marketing efforts. Given Complete Renewal's need for high-impact marketing to promote their plant-based skincare and wellness initiatives, IV Creative can help craft engaging content that resonates with their target audience of health-conscious minority women.

### Value Proposition:

By partnering with IV Creative, Complete Renewal could see a 20% increase in customer engagement through enhanced social media presence, leading to higher sales conversions.

### Collaboration Example:

IV Creative could create a series of visually appealing social media posts and blog articles highlighting the benefits of Complete Renewal's products. For example, they could produce a month-long campaign showcasing customer testimonials and skincare tips, ultimately boosting Complete Renewal's online sales by \$10,000 during the campaign period.

### Synergy Potential:

This partnership stands out because IV Creative's focus on local businesses aligns perfectly with Complete Renewal's commitment to community initiatives, creating a shared narrative that drives customer loyalty.

### Action Items:

1. Arrange an introductory meeting to discuss marketing needs and content strategies.
2. Develop a content calendar outlining specific campaigns and deliverables for the next three months.
3. Set measurable KPIs to assess the effectiveness of the marketing efforts post-launch.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

60% conf

Complete Renewal LLC / IV Creative

### Reasoning:

Complete Renewal serves a niche market of health-conscious minority women, which overlaps with local businesses that may also be targeting similar demographics. By referring these local businesses to IV Creative, Complete Renewal can help them enhance their marketing efforts while also receiving referral bonuses.

### Value Proposition:

For every client referred to IV Creative, Complete Renewal could earn a referral fee, potentially increasing their revenue by \$5,000 annually if they refer just 10 clients.

### Collaboration Example:

Complete Renewal could include IV Creative's branding materials in their On-the-Go Spa services, recommending IV Creative's services to local business owners who express a need for content creation. This could lead to a direct referral relationship where both businesses benefit from increased visibility and revenue.

### Synergy Potential:

The unique synergy lies in Complete Renewal's community-centric approach, allowing them to connect IV Creative with local businesses that share a similar ethos of supporting the local economy and wellness.

### Action Items:

1. Draft a referral agreement outlining the terms and potential commissions for referred clients.
2. Create a joint promotional flyer highlighting both businesses to be distributed at local events.
3. Host an informational session for local business owners to introduce both services and foster networking opportunities.

Value: MEDIUM

MUTUAL BENEFIT