

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

The Collective Om

Contact: Ashlyn Schwartz
Industry: Health & Wellness
Holistic health services for individuals and small teams

REFERRAL 1/2

80% conf

Enriquez Aesthetics !” The Collective Om

Reasoning:

Both businesses target individuals focused on self-care and wellness, albeit from slightly different angles. Enriquez Aesthetics serves clients with chronic skin conditions or those seeking luxury skincare, while The Collective Om focuses on holistic health services. They can refer clients to each other when appropriate.

Value Proposition:

Increased client base through referrals, potentially leading to an additional revenue stream of 10-15% for both businesses.

Collaboration Example:

Enriquez Aesthetics can refer clients with chronic skin conditions to The Collective Om for holistic health consultations, while The Collective Om can recommend their clients to Enriquez Aesthetics for specialized skincare treatments. This referral system can be tracked through a simple agreement where each business receives a 10% referral fee on new clients they send each other.

Synergy Potential:

The unique synergy lies in their combined focus on self-care and wellness, making them complementary services rather than competitors. This partnership can enhance their brand image and create a holistic wellness experience for clients.

Action Items:

1. Create a referral agreement outlining the terms and conditions for client referrals.
2. Develop joint marketing materials that highlight both services and their benefits.
3. Schedule a joint open house event where potential clients can experience both services firsthand.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

The Collective Om !' Enriquez Aesthetics

Reasoning:

The Collective Om's focus on holistic health aligns well with the luxury skincare offerings of Enriquez Aesthetics. They can collaborate to create workshops that combine skincare education with holistic health practices.

Value Proposition:

A collaborative workshop could attract 20-30 attendees at \$50 each, generating \$1,000-\$1,500 in revenue per event while enhancing client engagement for both businesses.

Collaboration Example:

The Collective Om could host a 'Holistic Skincare Workshop' at their facility where Bianca from Enriquez Aesthetics teaches participants about natural skincare techniques while Ashlyn shares insights on holistic health practices. Both businesses would promote the event to their client bases, fostering new leads and enhancing community engagement.

Synergy Potential:

This partnership uniquely merges luxury skincare with holistic health, appealing to health-conscious consumers who appreciate a comprehensive approach to wellness. This collaboration can set them apart from typical wellness events.

Action Items:

1. Plan the logistics for the workshop, including date, location, and materials needed.
2. Design promotional content and schedule social media announcements to generate interest.
3. Follow up with attendees post-workshop to offer exclusive promotions for both services.

Value: HIGH

MUTUAL BENEFIT