

BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles !" Soulfitness Studio Health a

2 Relationships Identified

BUSINESS PROFILES

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

COLLABORATION 1/2

85% conf

Be Present Detalles !" Soulfitness Studio Health and wellness center

Reasoning:

Be Present Detalles specializes in creating memorable events, which could integrate health and wellness themes from Soulfitness Studio. This partnership can leverage both businesses' strengths to create unique health-oriented events that appeal to both target markets.

Value Proposition:

By collaborating on wellness events, both businesses can attract a larger audience, potentially increasing revenue by 20% through joint marketing efforts and event ticket sales.

Collaboration Example:

Be Present Detalles could organize a 'Wellness Retreat Day' at Soulfitness Studio, offering a series of fitness classes, health workshops, and nutritious meal tastings. Participants pay a fee to attend, with Be Present Detalles managing logistics and Soulfitness providing the wellness expertise. Both businesses share the ticket revenue and gain exposure to new clients.

Synergy Potential:

The unique synergy lies in combining Be Present Detalles' event management expertise with Soulfitness Studio's health focus, creating a niche offering that promotes wellness in a fun and engaging environment, appealing to busy professionals looking for health solutions.

Action Items:

1. Schedule a meeting between De'Ana Aguas and Janice Curry to brainstorm event ideas.
2. Develop a marketing plan to promote the 'Wellness Retreat Day' across both businesses' channels.
3. Create a shared calendar for planning and coordination of event logistics.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Be Present Detalles

Reasoning:

Both businesses target busy professionals, but in different contexts. Soulfitness Studio can refer clients looking for unique experiences and gifts to Be Present Detalles, enhancing customer service and offering additional value to their clients.

Value Proposition:

This referral relationship can increase customer satisfaction and retention for Soulfitness Studio, while providing Be Present Detalles with a steady stream of new clients, potentially boosting revenue by 15%.

Collaboration Example:

Soulfitness Studio can include brochures for Be Present Detalles' services in their welcome packets for new clients. Additionally, Soulfitness can offer a discounted event planning consultation for members, driving traffic to Be Present's services.

Synergy Potential:

This pairing is unique as it connects health and wellness with experiential offerings, giving clients a holistic approach to health that goes beyond fitness, making both brands more appealing to their shared target market.

Action Items:

1. Create a referral agreement outlining the benefits for both parties.
2. Design marketing materials that highlight Be Present Detalles' services for Soulfitness Studio to distribute.
3. Host a joint event or informational session to introduce both businesses to each other's customers.

Value: MEDIUM

MUTUAL BENEFIT