

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" The

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### The Collective Om

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

## COLLABORATION 1/2

80% conf

Celebrate & Smile International Steppers!" The Collective Om

### Reasoning:

Celebrate & Smile International Steppers can enhance the wellness offerings of The Collective Om by integrating dance-based workshops into their holistic health programs. This collaboration could attract more clients interested in both dance and wellness, creating a unique offering in Jacksonville's health and wellness market.

### Value Proposition:

Both businesses could see increased revenue through joint workshops, potentially generating an additional \$1,000 per month from new clients attending these combined sessions.

### Collaboration Example:

Celebrate & Smile International Steppers could co-host a 'Wellness Through Dance' workshop at The Collective Om's studio. Participants would experience a 2-hour session that includes a dance class followed by a holistic health discussion, with each business promoting the event to their customer bases. They could charge \$50 per participant, with an expected attendance of 20, resulting in \$1,000 total revenue for the event, split evenly.

### Synergy Potential:

This partnership uniquely blends the physical aspect of dance with holistic wellness, appealing to a broader audience interested in both physical activity and mental health, something neither business could achieve alone.

### Action Items:

1. Schedule a meeting between Tiffany and Ashlyn to discuss potential workshop formats and logistics.
2. Develop a marketing plan to promote the 'Wellness Through Dance' workshop through both businesses' channels.
3. Set a date for the workshop and create a registration page to track participants.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

75% conf

The Collective Om !' Celebrate & Smile International Steppers

### Reasoning:

The Collective Om serves a target market of women focused on self-growth, which overlaps with Celebrate & Smile's focus on enhancing community and employee relations through dance. They can refer clients to each other without competing.

### Value Proposition:

This partnership allows both businesses to expand their reach, leading to potential client growth of 20%, translating to an estimated additional \$2,000 in revenue monthly for both businesses through referrals.

### Collaboration Example:

The Collective Om can refer clients who complete their wellness programs to Celebrate & Smile for dance classes that promote social engagement and fun. For instance, after a 6-week wellness program, they can offer a discount for a month of dance classes at Celebrate & Smile, creating a seamless transition for clients looking to continue their self-growth journey.

### Synergy Potential:

By referring clients who are already engaged in wellness to a complementary dance program, both businesses enhance their value propositions while fostering a supportive community for clients seeking holistic improvement.

### Action Items:

1. Create a referral agreement outlining the terms of how clients will be referred between businesses.
2. Develop promotional materials that highlight the benefits of both services to be shared with clients.
3. Set up a tracking system to measure the effectiveness of referrals over the next quarter.

Value: MEDIUM

MUTUAL BENEFIT