

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

COLLABORATION 1/2

75% conf

Enriquez Aesthetics !” WhitBits Cookies

Reasoning:

Enriquez Aesthetics and WhitBits Cookies can collaborate to create a unique corporate wellness package that combines luxury facial experiences with homemade cookie gifts. This appeals to corporate professionals looking for unique employee appreciation gifts or wellness days.

Value Proposition:

This collaboration could generate additional revenue streams for both businesses, attracting new customers and enhancing brand visibility. For example, if they target 10 corporate clients monthly, they could generate at least \$2,500 in new revenue each.

Collaboration Example:

Enriquez Aesthetics could organize a 'Wellness Wednesday' event where they offer mini facial experiences to employees at local companies, while WhitBits Cookies supplies gourmet cookie boxes for participants. This could be marketed as a stress relief day, with both businesses sharing the costs and profits from the event, providing a unique experience to 50 attendees and generating an estimated \$1,500 in revenue.

Synergy Potential:

The combination of luxury skincare and gourmet cookies creates a multi-sensory experience that enhances employee wellness while offering both businesses a compelling story to tell to their clients. This pairing stands out by focusing on self-care and indulgence, which is a growing market trend.

Action Items:

1. Schedule a meeting to discuss potential event ideas and logistics.
2. Create a joint marketing plan targeting local corporate offices within the next week.
3. Develop a pricing structure for the corporate wellness package to present to potential clients.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

60% conf

WhitBits Cookies !' Enriquez Aesthetics

Reasoning:

WhitBits Cookies targets corporate professionals, who may also be interested in luxury skincare services. They can refer their clients to Enriquez Aesthetics for employee wellness programs or gift certificates.

Value Proposition:

This referral relationship can lead to increased customer acquisition for both businesses, enhancing client offerings and creating a seamless experience for corporate professionals.

Collaboration Example:

WhitBits could include a referral card for Enriquez Aesthetics with each cookie box delivered to corporate clients. For instance, when a local medical office orders cookies for their staff, they receive a 10% discount card for a luxury facial service, potentially leading to at least 5 new clients per month from this single office, translating into \$750 revenue for Enriquez Aesthetics.

Synergy Potential:

By sharing their respective customer bases, both businesses can tap into an affluent market that appreciates quality and indulgence, making their combined offerings more attractive to corporate clients.

Action Items:

1. Design referral cards and integrate them into cookie delivery packages.
2. Set up a tracking system to monitor referrals and conversions.
3. Host a networking event to introduce both client bases to each other's services.

Value: MEDIUM

MUTUAL BENEFIT