

# BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release!" The P-Way Solution

2 Relationships Identified

## BUSINESS PROFILES

### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

### The P-Way Solutions LLC

Contact: Pervis Lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

80% conf

The P-Way Solutions LLC ! Relax Relate & Release

#### Reasoning:

The P-Way Solutions LLC could provide janitorial services for Relax Relate & Release, ensuring a clean and soothing environment for clients. Providing these services would enhance the experience for Relax's customers, which is critical in the health and wellness industry.

#### Value Proposition:

By securing a contract with Relax, The P-Way Solutions could generate an additional \$1,000 a month in revenue while ensuring their services reach a niche market focused on wellness, which could lead to referrals from other health practitioners.

#### Collaboration Example:

The P-Way Solutions steps in to handle the nightly cleaning after Relax's therapy sessions, ensuring all rooms are sanitized and ready for the next day. This partnership not only secures a monthly retainer of \$1,000 for The P-Way but also allows Relax to market itself as a premium wellness center with a pristine environment, potentially increasing client retention and referrals.

#### Synergy Potential:

The unique pairing lies in the emphasis on creating a calming, clean space that enhances the therapeutic experience, setting Relax apart from competitors who may overlook the importance of cleanliness in client satisfaction.

### Action Items:

1. Schedule a meeting between Pervis Lowman and Hazel Lee to discuss service needs and pricing.
2. Conduct an assessment of Relax's facility to determine specific cleaning requirements and frequency.
3. Draft a service agreement outlining the scope of work and pricing for janitorial services.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

75% conf

Relax Relate & Release / The P-Way Solutions LLC

### Reasoning:

While Relax Relate & Release specializes in serving veterans, they could refer their clients to The P-Way Solutions for commercial janitorial needs, particularly if those clients are also small business owners in the community.

### Value Proposition:

This referral arrangement could provide The P-Way with access to a new customer base, potentially leading to contracts with veteran-owned businesses, which are increasingly prevalent in Jacksonville. This could equate to an additional \$500-\$1,500 monthly in new business.

### Collaboration Example:

After a massage session, Hazel provides her clients with business cards for The P-Way Solutions, especially targeting those who own or manage small businesses. For every referral that leads to a contract, The P-Way agrees to offer a 10% commission back to Relax, incentivizing them to promote the service actively.

### Synergy Potential:

This partnership capitalizes on the shared community focus, as both businesses cater to local residents, and it strengthens their networks through mutual referrals, creating a supportive ecosystem for veterans.

### Action Items:

1. Create referral cards that both businesses can distribute to clients.
2. Set up a tracking system to monitor referrals and commissions.
3. Host a joint event where both businesses can showcase their services to the veteran community.

Value: MEDIUM

MUTUAL BENEFIT