

# BUSINESS RELATIONSHIP ANALYSIS

MyahnArt LLC !” Soulfitness Studio Health and w

2 Relationships Identified

## BUSINESS PROFILES

### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

### 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

MyahnArt LLC !” Soulfitness Studio Health and wellness center

### Reasoning:

MyahnArt LLC can enhance the aesthetic appeal of Soulfitness Studio by creating murals or custom artwork that resonates with health and wellness themes. This collaboration could attract more clients to Soulfitness while providing MyahnArt with visibility among health-conscious customers.

### Value Proposition:

Increased foot traffic and client engagement for Soulfitness Studio, leading to an estimated revenue boost of 15-20% through enhanced customer experience. MyahnArt gains new clients and showcases their work, potentially generating additional sales.

### Collaboration Example:

Next month, MyahnArt will create a vibrant mural that promotes wellness and positivity in Soulfitness Studio. During the unveiling event, they will host a 'Paint & Sip' night where attendees can enjoy healthy snacks while painting mini canvases. Soulfitness promotes this event through their social media, drawing in over 50 participants, and both businesses share the proceeds from the workshop, netting each around \$1,000.

### Synergy Potential:

The unique pairing lies in combining MyahnArt's creative artistry with Soulfitness's focus on health and wellness, creating an inviting and inspiring environment that differentiates Soulfitness from competitors.

### Action Items:

1. Schedule a meeting between MyahnArt and Soulfitness to brainstorm mural themes and event details.
2. Create a promotional plan for the 'Paint & Sip' event, including social media posts and email announcements to both client lists.
3. Finalize the design and timeline for the mural installation to ensure it aligns with the event date.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' MyahnArt LLC

### Reasoning:

Soulfitness Studio serves individuals who appreciate aesthetics in their wellness journey, presenting an opportunity for referrals to MyahnArt for custom artwork and event services. This can be mutually beneficial as both businesses enhance their offerings.

### Value Proposition:

Soulfitness Studio can recommend MyahnArt to clients for home decor, increasing client satisfaction and loyalty, while MyahnArt benefits from a steady stream of referrals from health-focused clientele.

### Collaboration Example:

During health workshops, Soulfitness will provide brochures for MyahnArt, highlighting custom portrait services ideal for clients wanting to beautify their homes or as gifts. They could also host a monthly 'Wellness & Art' night where members can create art inspired by their wellness goals, introducing MyahnArt's services to a receptive audience.

### Synergy Potential:

This partnership uniquely connects the realms of health and creativity, allowing clients of Soulfitness to express their wellness journey artistically, which enhances overall customer experience for both businesses.

### Action Items:

1. Develop a referral program where Soulfitness clients receive a discount for MyahnArt services.
2. Create co-branded marketing materials to distribute at Soulfitness events and workshops.
3. Set up a feedback loop to assess client satisfaction and track referrals to MyahnArt.

Value: MEDIUM

MUTUAL BENEFIT