

BUSINESS RELATIONSHIP ANALYSIS

Connections to the Nations Llc !” Soulfitness Studio H

2 Relationships Identified

BUSINESS PROFILES

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

COLLABORATION 1/2

75% conf

Soulfitness Studio Health and wellness center !” Connections to the Nations

Reasoning:

Soulfitness Studio can collaborate with Connections to the Nations to host community health fairs that combine fitness activities with cultural events. These fairs can attract a diverse crowd, benefiting both businesses by expanding their reach and enhancing community engagement.

Value Proposition:

By co-hosting events, both businesses can potentially increase foot traffic and customer engagement, leading to increased membership sales for Soulfitness and greater visibility for Connections to the Nations, potentially generating \$10,000 in new revenue per event.

Collaboration Example:

Soulfitness Studio organizes a monthly Health Fair at a local park in collaboration with Connections to the Nations. They set up fitness classes, healthy cooking demonstrations, and wellness workshops while incorporating cultural performances and food vendors from the community. Each event attracts over 300 attendees, generating \$2,000 in new memberships for Soulfitness and \$1,500 in vendor fees for Connections.

Synergy Potential:

This partnership uniquely combines health and wellness with cultural diversity, creating a holistic community experience that neither business could achieve alone, appealing to a broader audience.

Action Items:

1. Schedule a meeting between Janice Curry and Arlene Ortiz to brainstorm event ideas.
2. Draft a proposal outlining the logistics, target audience, and potential sponsors for the health fair.
3. Create a marketing plan to promote the event through social media and local community boards.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

Connections to the Nations Llc! Soulfitness Studio Health and wellness ce

Reasoning:

Connections to the Nations can refer businesses looking to promote employee wellness to Soulfitness Studio for fitness programs. This symbiotic relationship allows both businesses to tap into each other's networks without directly competing.

Value Proposition:

Connections to the Nations can earn referral fees of 10% for every client that enrolls in Soulfitness programs, while Soulfitness gains new corporate clients, potentially increasing membership sales by \$5,000 annually.

Collaboration Example:

Connections to the Nations identifies a local business participating in their community events that is interested in offering wellness programs to their employees. They refer the business to Soulfitness Studio, which then conducts a tailored wellness program for the employees, resulting in a package sale of \$2,500 for Soulfitness and a \$250 referral fee for Connections.

Synergy Potential:

This referral relationship enhances the community connection while establishing Soulfitness as the go-to wellness provider for businesses, leveraging Connections to the Nations' established network of local companies.

Action Items:

1. Develop a referral agreement that outlines the terms and commission structure.
2. Create promotional materials highlighting Soulfitness's offerings for Connections to distribute.
3. Set up a quarterly review to assess referral success and adjust strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT