

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself!" Simple Creation

2 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

### COLLABORATION 1/2

75% conf

Simple Creations By T!" Alys Always Love Yourself

#### Reasoning:

Simple Creations By T specializes in custom gifts and personalized items, which can complement Alys Always Love Yourself's skincare products, particularly as gifts. They can create bundled offers that appeal to mature women celebrating milestones.

#### Value Proposition:

By collaborating, both businesses can target the same demographic, potentially increasing sales by 20% through cross-promotions and bundled gift packages.

#### Collaboration Example:

Simple Creations By T could design a special 'self-care' gift box featuring Alys Always Love Yourself's skincare products along with personalized custom items like engraved mirrors or monogrammed skincare bags. They could launch this product line just in time for the holiday season, hosting a joint online event where they showcase the gift boxes, allowing customers to purchase directly, thus splitting the profits.

#### Synergy Potential:

This partnership uniquely combines personalized gifting with self-care, tapping into a growing trend among mature women who value both aesthetics and meaningful gifts, setting them apart from generic skincare or gift businesses.

**Action Items:**

1. Schedule a meeting between Tiana and Cenita to brainstorm product offerings and marketing strategies.
2. Develop a marketing campaign for the holiday season featuring the 'self-care' gift box.
3. Set up a joint online event to launch the gift box, leveraging both businesses' social media platforms.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

ALYS Always Love Yourself! Simple Creations By T

**Reasoning:**

ALYS Always Love Yourself targets mature women who are likely to celebrate milestones with personalized gifts. They can refer their clients to Simple Creations By T for custom gift solutions, enhancing customer relationships.

**Value Proposition:**

By referring clients to Simple Creations By T, ALYS can enhance customer satisfaction and loyalty, potentially increasing their own sales by 15% through added value and cross-selling opportunities.

**Collaboration Example:**

ALYS Always Love Yourself could include a brochure or a discount coupon for Simple Creations By T in their product shipments. When mature women order skincare products for a special occasion, they receive a personalized gift suggestion that ties into their purchase, encouraging them to explore custom gift options.

**Synergy Potential:**

This relationship leverages the emotional connection of personalized gifting in conjunction with skincare, enhancing the experience for clients and making both brands more memorable.

**Action Items:**

1. Create referral material that highlights Simple Creations By T's offerings to include in ALYS's product shipments.
2. Monitor the referral program's effectiveness through tracking codes or customer feedback.
3. Establish a rewards program to incentivize clients who utilize both services.

Value: MEDIUM

MUTUAL BENEFIT