

# BUSINESS RELATIONSHIP ANALYSIS

## Connections to the Nations Llc !" Enriquez Ae

2 Relationships Identified

### BUSINESS PROFILES

#### Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

#### Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

### COLLABORATION 1/2

75% conf

#### Enriquez Aesthetics !" Connections to the Nations Llc

##### Reasoning:

Enriquez Aesthetics offers luxury facial experiences that could appeal to attendees at Connections to the Nations' community fairs. Collaborating on an event where Enriquez provides mini facials or skincare consultations could enhance the fair's attractiveness and drive traffic.

##### Value Proposition:

By collaborating on a community fair, Enriquez Aesthetics can reach a broader audience, potentially increasing client bookings by 20% and generating an additional \$2,000 in service sales during the event.

##### Collaboration Example:

During the upcoming community fair, Enriquez Aesthetics sets up a booth offering complimentary 15-minute skin consultations and discounted facial service vouchers. This attracts fair-goers looking for skincare solutions and positions Enriquez as a community-focused brand. Meanwhile, Connections to the Nations promotes the partnership in their marketing materials, drawing more attendees and elevating the fair's profile.

##### Synergy Potential:

This partnership uniquely combines luxury skincare with community engagement, allowing both businesses to leverage their distinct offerings for mutual benefit while enhancing their brand visibility.

**Action Items:**

1. Schedule a meeting between Bianca and Arlene to brainstorm event logistics and offerings.
2. Develop promotional materials highlighting the collaboration for social media and event marketing.
3. Set up a system to capture leads (email sign-ups) at the event for follow-up marketing.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

60% conf

**Connections to the Nations Llc!' Enriquez Aesthetics****Reasoning:**

Connections to the Nations targets businesses that may benefit from luxury facial experiences for employee wellness or corporate gifting. Referring clients to Enriquez Aesthetics can create a synergy where both businesses benefit from referrals.

**Value Proposition:**

A successful referral could lead to at least 5 corporate clients utilizing facial services for employee wellness programs, generating an estimated \$3,500 in revenue for Enriquez Aesthetics.

**Collaboration Example:**

Connections to the Nations includes Enriquez Aesthetics in their corporate wellness package offerings for local businesses. As companies sign up for wellness programs, they receive a brochure about Enriquez's services, leading to a corporate client booking monthly spa days for employees, thereby enhancing workplace wellness.

**Synergy Potential:**

The pairing is unique because it combines the luxury service of Enriquez Aesthetics with the community-focused approach of Connections to the Nations, allowing both to appeal to businesses seeking to improve employee satisfaction.

**Action Items:**

1. Create a referral agreement outlining commission structures for successful leads.
2. Design a joint marketing brochure for corporate wellness that includes both services.
3. Host an informational session for local businesses about the benefits of employee wellness, featuring Enriquez Aesthetics.

Value: MEDIUM

MUTUAL BENEFIT