

BUSINESS RELATIONSHIP ANALYSIS

Simple Creations By T!" Soulfitness Studio Health

2 Relationships Identified

BUSINESS PROFILES

Simple Creations By T

Contact: Tiana Harris

Industry: Professional Services

Custom gifts, apparel and accessories

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

Soulfitness Studio Health and wellness center !" Simple Creations By T

Reasoning:

Soulfitness Studio could collaborate with Simple Creations By T to offer personalized wellness packages that include custom gifts and apparel, such as motivational shirts or wellness journals. This partnership would allow both businesses to reach their target markets effectively and enhance customer experience.

Value Proposition:

By combining their services, both businesses can tap into new customer segments, potentially increasing revenue by 20% through joint promotions and package offerings.

Collaboration Example:

Soulfitness Studio hosts a 'Wellness Weekend' event where attendees receive a custom wellness kit from Simple Creations By T, which includes a personalized water bottle, a wellness journal, and a motivational T-shirt. They promote this event through social media and local advertising, drawing in around 50 participants, boosting attendance and generating an estimated \$1,500 in ticket sales, with Simple Creations receiving orders for 50 custom kits at \$20 each for a total of \$1,000.

Synergy Potential:

The unique synergy lies in their complementary offerings; Soulfitness focuses on health and wellness while Simple Creations specializes in personalized gifts, making them a perfect match for creating memorable experiences that promote healthy living.

Action Items:

1. Schedule a meeting to brainstorm ideas for personalized wellness packages.
2. Develop a joint marketing strategy for the 'Wellness Weekend' event.
3. Create a timeline for the event and assign roles for planning and execution.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Simple Creations By T! Soulfitness Studio Health and wellness center

Reasoning:

Simple Creations By T can refer customers to Soulfitness Studio who are interested in health and wellness products as part of their personalized gifts. This would enhance the gift-giving experience for customers seeking wellness-related gifts.

Value Proposition:

Simple Creations can add value to its custom gifts by suggesting health and wellness services from Soulfitness, potentially increasing sales of their products by 15% through cross-promotion.

Collaboration Example:

When a customer orders a personalized gift package for a friend who is health-conscious, Simple Creations includes a voucher for a free trial class at Soulfitness Studio. This approach not only enhances the gift but also directs new clients to Soulfitness, resulting in an additional 10 trial memberships and increased class attendance.

Synergy Potential:

This relationship is unique because it connects the gift-giving market with health and wellness, appealing to customers who are increasingly looking for thoughtful, health-oriented gifts.

Action Items:

1. Create an attractive voucher design to include with gift packages.
2. Establish a referral tracking system to monitor the effectiveness of the partnership.
3. Train Simple Creations staff on Soulfitness services to better inform customers.

Value: MEDIUM

MUTUAL BENEFIT