

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” Tosh’s Urban Garde

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Tosh’s Urban Garden

Contact: Latachia Kins-Hunt  
Industry: Health & Wellness  
Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

### COLLABORATION 1/2

80% conf

#### Enriquez Aesthetics !’ Tosh’s Urban Garden

##### Reasoning:

Enriquez Aesthetics focuses on luxury facial experiences, which could be enhanced by the natural herbal products offered by Tosh’s Urban Garden. By collaborating, they could create a unique skincare package that combines luxury skincare with herbal wellness options, appealing to both customer bases.

##### Value Proposition:

This partnership could generate additional revenue through bundled packages, increasing the average transaction value by 30%.

##### Collaboration Example:

Enriquez Aesthetics can host a 'Skincare and Wellness Day' where clients receive a luxury facial treatment and a custom herbal tea blend from Tosh’s Urban Garden. This event can attract 50 clients, generating \$2,500 in treatment revenue and an additional \$1,000 from tea sales, while both businesses can share marketing costs, enhancing brand visibility.

##### Synergy Potential:

The unique synergy between these businesses lies in their commitment to natural and luxury products, allowing them to offer a comprehensive wellness experience that caters to eco-conscious consumers seeking high-quality skincare.

**Action Items:**

1. Schedule a meeting to brainstorm potential event ideas and product bundles.
2. Develop a joint marketing plan to promote the 'Skincare and Wellness Day' event.
3. Create a shared social media campaign to showcase testimonials and experiences from the event.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Tosh's Urban Garden !' Enriquez Aesthetics

**Reasoning:**

Both businesses target health-conscious individuals, but they do not compete directly. Tosh's Urban Garden can refer clients who are interested in skincare solutions to Enriquez Aesthetics, while Enriquez can refer clients interested in holistic health to Tosh's Urban Garden.

**Value Proposition:**

This referral system could increase customer acquisition by 20% for both businesses, enhancing customer loyalty and lifetime value.

**Collaboration Example:**

Tosh's Urban Garden can include referral cards for Enriquez Aesthetics with every purchase of herbal products. For instance, when a customer buys a tincture, they receive a 20% off coupon for a facial treatment. In return, Enriquez Aesthetics can provide Tosh's Urban Garden customers with samples of their skincare products during consultations.

**Synergy Potential:**

This partnership allows both businesses to enhance their service offerings while increasing customer engagement through trusted referrals, leading to a stronger community presence.

**Action Items:**

1. Create referral cards and promotional materials for distribution at both businesses.
2. Set up a tracking system to monitor referral success and customer feedback.
3. Schedule quarterly meetings to evaluate the effectiveness of the referral program and make necessary adjustments.

Value: MEDIUM

MUTUAL BENEFIT