

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” flow

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### flow

Contact: Miguel Camargo  
Industry: Professional Services  
Coaching

### REFERRAL 1/2

80% conf

flow !” Enriquez Aesthetics

#### Reasoning:

Flow focuses on coaching, which can be beneficial for clients of Enriquez Aesthetics seeking holistic improvements to their self-image and confidence. Likewise, clients receiving luxury facial experiences may benefit from coaching services to enhance their overall well-being and personal development.

#### Value Proposition:

Flow could gain access to Enriquez Aesthetics' clientele, potentially increasing their coaching clients by 20%, while Enriquez Aesthetics could offer added value to their customers, enhancing customer loyalty.

#### Collaboration Example:

Flow can provide a special coaching workshop on self-esteem and personal care to clients at Enriquez Aesthetics. For instance, after a facial treatment, clients could participate in a one-hour workshop focused on building confidence and self-image, driving additional revenue for Flow while enhancing the customer experience for Enriquez Aesthetics.

#### Synergy Potential:

This partnership is unique because it combines physical beauty treatments with mental wellness coaching, offering a holistic approach that addresses both external appearance and internal confidence.

#### Action Items:

1. Schedule a meeting between Miguel from Flow and Bianca from Enriquez Aesthetics to discuss potential workshop formats.

2. Design a promotional campaign that highlights the benefits of combining aesthetic treatments with coaching services.
3. Create a feedback mechanism to assess client satisfaction and engagement from the workshops.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Enriquez Aesthetics !' flow

### Reasoning:

Enriquez Aesthetics targets individuals focused on self-care and image, which aligns with potential clients of Flow looking for coaching. By referring clients who seek to improve their mental outlook and self-esteem, both businesses can enhance their service offerings.

### Value Proposition:

Enriquez Aesthetics can refer clients to Flow for coaching sessions, potentially increasing Flow's client base by 15%, while providing their clients with a more comprehensive self-care solution, thereby increasing customer satisfaction and retention.

### Collaboration Example:

Enriquez Aesthetics can include a referral card for Flow's coaching services in each luxury facial package. For instance, after a facial, clients receive a personalized card inviting them to a free introductory coaching session, creating a seamless experience that promotes Flow's services while enriching the client's journey.

### Synergy Potential:

The partnership is unique as it merges beauty and personal development, positioning both businesses as leaders in holistic wellness in Jacksonville's market, which is increasingly in demand.

### Action Items:

1. Develop referral materials that can be easily distributed to Enriquez Aesthetics' clients.
2. Set up a tracking system to measure the effectiveness of referrals from Enriquez Aesthetics to Flow.
3. Plan a joint marketing strategy to promote the benefits of both services to potential clients.

Value: MEDIUM

MUTUAL BENEFIT