

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Jazzi’s Creations

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

Jazzi’s Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

85% conf

Jazzi’s Creations !” Complete Renewal LLC

Reasoning:

Jazzi's Creations can host crafting workshops that incorporate Complete Renewal's skincare products, allowing participants to create personalized gift items while learning about holistic wellness. This collaboration enhances both brands' offerings and brings value to their target markets.

Value Proposition:

Increased customer engagement and revenue potential from workshop fees, estimated at \$500 per event, with potential for repeat business from participants interested in both crafting and wellness.

Collaboration Example:

Jazzi's Creations organizes a 'Craft and Care' workshop where participants create personalized skincare gift baskets using Complete Renewal's products. For example, 20 participants create gifts for loved ones while learning about the benefits of plant-based skincare. Jazzie earns \$500 from the event, and Complete Renewal gains exposure to potential new customers who may purchase their products post-workshop.

Synergy Potential:

This partnership uniquely combines creativity in crafting with a focus on wellness, appealing to both businesses' audiences in a holistic and engaging manner, which is not commonly seen in the local market.

Action Items:

1. Schedule a planning meeting between Jasmyne and Nadege to outline workshop logistics.
2. Develop promotional materials highlighting the workshop's benefits and unique offerings.
3. Set a date for the first workshop and begin marketing to both customer bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Complete Renewal LLC !' Jazzi's Creations**Reasoning:**

Complete Renewal's health-conscious female clientele could benefit from the personalized gifts offered by Jazzi's Creations, creating a referral opportunity without direct competition.

Value Proposition:

Increased sales through referrals from health-conscious customers looking for unique gifts, with potential additional revenue of \$1,000 per month based on referral conversion rates.

Collaboration Example:

Complete Renewal includes information about Jazzi's Creations in their customer newsletters and social media ads, directing customers seeking gifts to Jazzi's offerings. For instance, a customer purchasing skincare products as a gift learns about a DIY gift-making workshop, leading to a referral sale for Jazzi.

Synergy Potential:

Both businesses target health-conscious women but from different angles—wellness and creativity—allowing for a natural referral relationship that enhances customer experience in both realms.

Action Items:

1. Develop a referral agreement outlining commission structure for each referred sale.
2. Create co-branded marketing materials to promote both businesses in newsletters and social media.
3. Track referral sales to measure the success of the initiative and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT