

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” Organize Design Cre

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Organize Design Create

Contact: Victoria Price
Industry: Marketing & Design
Marketing for entrepreneurs, non-profits, and small businesses.

COLLABORATION 1/2

85% conf

Enriquez Aesthetics !' Organize Design Create

Reasoning:

Enriquez Aesthetics could leverage the marketing expertise of Organize Design Create to enhance its brand presence and attract more clients. Conversely, Organize Design Create can benefit from a unique service offering that enriches their portfolio, appealing to their clientele looking for premium wellness experiences.

Value Proposition:

This partnership could generate an additional \$10,000 in revenue for Enriquez Aesthetics through enhanced marketing efforts, while Organize Design Create can leverage the partnership to attract new clients and expand their service offerings.

Collaboration Example:

Organize Design Create launches a targeted social media campaign for Enriquez Aesthetics showcasing luxury facial experiences. They create visually stunning ads that highlight customer testimonials and before-and-after photos. Together, they host a promotional event where attendees receive mini-facials and are entered to win a full luxury treatment. This event could draw 50 new customers, generating \$5,000 in immediate revenue for Enriquez Aesthetics and providing Organize Design Create with case studies for future marketing efforts.

Synergy Potential:

The unique pairing of a luxury aesthetic service with strategic marketing expertise allows for a compelling narrative that can resonate with both businesses' target markets, creating a cohesive brand story that neither could achieve alone.

Action Items:

1. Organize Design Create develops a marketing plan for Enriquez Aesthetics focusing on a special promotional event.
2. Both businesses schedule a joint brainstorming session to develop event details and promotional materials.
3. Enriquez Aesthetics provides Organize Design Create with exclusive packages to showcase in their marketing campaigns.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Organize Design Create !' Enriquez Aesthetics

Reasoning:

Organize Design Create serves clients looking to enhance their social footprint, which includes wellness and beauty businesses. Referring these clients to Enriquez Aesthetics can provide their clients with quality skincare services while helping Enriquez expand its customer base.

Value Proposition:

For every successful referral, Enriquez Aesthetics could offer a 10% commission to Organize Design Create, potentially generating an additional \$5,000 in revenue based on expected referrals.

Collaboration Example:

Organize Design Create identifies a startup health and wellness brand that could benefit from luxury skincare services. They refer this client to Enriquez Aesthetics, who provides a tailored skincare package. In return, Enriquez offers a trial service to Organize Design Create's employees, allowing them to experience the luxury facial firsthand, increasing loyalty and trust between the brands.

Synergy Potential:

Both businesses target overlapping markets in the wellness industry, allowing for seamless referrals that enhance customer satisfaction and retention for both parties.

Action Items:

1. Organize Design Create develops a referral brochure for Enriquez Aesthetics to distribute to potential clients.
2. Both businesses set up a meeting to discuss client profiles and ideal referrals.
3. Enriquez Aesthetics creates a special referral package for Organize Design Create to present to their clients.

Value: MEDIUM

MUTUAL BENEFIT