

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Soulfitness S

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### 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

Celebrate & Smile International Steppers!" Soulfitness Studio Health and w

### Reasoning:

Celebrate & Smile International Steppers specializes in employee enhancement through dance, which aligns perfectly with Soulfitness Studio's focus on health and wellness. Together, they can create unique programs that cater to companies looking for innovative ways to improve employee morale and well-being.

### Value Proposition:

By co-hosting wellness workshops, they could attract corporate clients, generating an estimated \$5,000 per event from companies looking to enhance employee engagement.

### Collaboration Example:

Celebrate & Smile organizes a 'Dance and Wellness Day' at Soulfitness Studio where employees from local companies can participate in dance classes followed by a health seminar on nutrition. Each company pays a fee of \$200 per employee to attend. They expect 50 participants, resulting in \$10,000 in revenue shared between the two businesses.

### Synergy Potential:

This partnership uniquely combines the joy of dance with the necessity of health, creating a holistic approach to employee wellness that neither business could achieve alone.

**Action Items:**

1. Schedule a meeting to brainstorm potential workshop themes and schedules.
2. Develop marketing materials highlighting the benefits of the joint offering targeting local businesses.
3. Identify and reach out to at least five local companies to gauge interest in the 'Dance and Wellness Day' program.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Soulfitness Studio Health and wellness center! Celebrate &amp; Smile International

**Reasoning:**

Soulfitness Studio targets individuals focused on health, which includes clients who may also be interested in enhancing their social lives through dance. They can refer clients to Celebrate & Smile for dance classes that promote fun and social interaction.

**Value Proposition:**

Referring clients could increase Celebrate & Smile's enrollment by 20%, potentially generating an additional \$2,500 in revenue monthly if each referred client enrolls in ongoing classes.

**Collaboration Example:**

Soulfitness promotes Celebrate & Smile's dance classes through newsletters and social media, offering an exclusive 10% discount for their clients. Each month, they track the number of referrals and share 20% of the revenue from new enrollments back with Soulfitness, creating a win-win for both businesses.

**Synergy Potential:**

This referral relationship enhances customer experience by providing Soulfitness clients with a fun, engaging way to improve their health, while Celebrate & Smile gains access to a new pool of potential clients focused on wellness.

**Action Items:**

1. Create promotional materials for Soulfitness to distribute to their clients.
2. Set up a referral tracking system to monitor new enrollments from Soulfitness.
3. Organize a joint open house event to showcase both businesses to potential clients.

Value: MEDIUM

MUTUAL BENEFIT