

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics!" The Collective Om

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

The Collective Om

Contact: Ashlyn Schwartz
Industry: Health & Wellness
Holistic health services for individuals and small teams

REFERRAL 1/2

80% conf

Enriquez Aesthetics!" The Collective Om

Reasoning:

Enriquez Aesthetics focuses on luxury facial experiences for individuals with chronic skin conditions, which overlaps with The Collective Om's target market of women focused on self-growth and wellness. They can refer clients to each other, enhancing customer satisfaction and increasing client bases.

Value Proposition:

By referring clients to each other, both businesses can increase their customer bases by 20%, potentially translating to an additional \$15,000 in revenue over the next quarter.

Collaboration Example:

Bianca from Enriquez Aesthetics could offer a special promotion for The Collective Om's clients, giving them a 15% discount on their first facial. In return, Ashlyn could feature Enriquez Aesthetics in her wellness workshops, allowing attendees to receive exclusive offers. This creates a buzz around both businesses and encourages cross-promotion.

Synergy Potential:

The unique synergy lies in their mutual focus on wellness and self-care, allowing them to create a holistic experience for their clients that integrates both aesthetic and health services, setting them apart from typical health and beauty collaborations.

Action Items:

1. Bianca to create a referral discount flyer for The Collective Om's clients.
2. Ashlyn to include Enriquez Aesthetics in her upcoming wellness workshop agenda.
3. Set a meeting to discuss mutual referral tracking and performance evaluation metrics.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

The Collective Om |' Enriquez Aesthetics

Reasoning:

The Collective Om provides holistic health services that could seamlessly integrate with the luxury facial experiences of Enriquez Aesthetics. They can collaborate on events that promote overall wellness and beauty.

Value Proposition:

Hosting a joint workshop could attract 30-50 attendees, potentially generating \$3,000-\$5,000 in ticket sales, plus additional revenue from service bookings and product sales.

Collaboration Example:

Ashlyn could organize a 'Wellness and Radiance Retreat' at a local venue, where attendees experience a mini facial from Enriquez Aesthetics, followed by a holistic health talk. They could charge \$100 per person for a half-day experience, aiming for 40 participants, which could yield \$4,000 in revenue, split between the two businesses.

Synergy Potential:

This partnership is unique because it combines skin health with holistic wellness, creating a comprehensive experience that addresses both inner and outer beauty, appealing to a broader audience than either business could reach alone.

Action Items:

1. Plan the event logistics, including venue selection and catering.
2. Develop a joint marketing strategy to promote the retreat through both businesses' channels.
3. Create a survey post-event to gather feedback and improve future collaborations.

Value: MEDIUM

MUTUAL BENEFIT