

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !" The P-Way Solutions

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### The P-Way Solutions LLC

Contact: Pervis lowman  
Industry: Real Estate  
Commercial Janitorial Services

### REFERRAL 1/2

75% conf

### Enriquez Aesthetics !" The P-Way Solutions LLC

#### Reasoning:

Enriquez Aesthetics targets individuals with skin conditions who may also require commercial janitorial services for their homes or businesses. The P-Way Solutions could refer clients with skin issues requiring treatments to Enriquez Aesthetics, while also gaining new business from the clientele visiting the aesthetics clinic.

#### Value Proposition:

Increased customer referrals can generate an estimated additional \$10,000 in revenue for each business annually.

#### Collaboration Example:

The P-Way Solutions includes brochures for Enriquez Aesthetics in their service packages for local businesses. When a client books a cleaning service, they receive a special offer for a luxury facial experience. This way, Enriquez Aesthetics gains new clients, while The P-Way Solutions enhances its service value.

#### Synergy Potential:

Both businesses target health-conscious clients, making their referral partnership unique as they can create a wellness-focused brand image together that resonates with their shared audience.

#### Action Items:

1. Develop a brochure for Enriquez Aesthetics to include in P-Way's cleaning service packages.
2. Establish a referral incentive program where each business earns a commission for successful client referrals.

3. Schedule a joint promotional event to introduce both businesses to each other's audiences.

Value: MEDIUM

MUTUAL BENEFIT

## VENDOR 2/2

60% conf

### The P-Way Solutions LLC !' Enriquez Aesthetics

#### Reasoning:

The P-Way Solutions could provide cleaning services to Enriquez Aesthetics to maintain a pristine environment for their luxury facial experiences, enhancing customer satisfaction and brand image.

#### Value Proposition:

Regular cleaning services can help maintain a hygienic space, potentially increasing client retention by 20% and improving overall service quality.

#### Collaboration Example:

Enriquez Aesthetics contracts The P-Way Solutions for weekly cleaning services, ensuring that the clinic is spotless before every client appointment. This includes deep cleaning of treatment rooms and waiting areas, which could help them attract more clients through positive reviews and word of mouth.

#### Synergy Potential:

The unique aspect of this partnership lies in the luxury positioning of Enriquez Aesthetics, where maintaining a clean and welcoming environment is essential for client experience, aligning perfectly with The P-Way Solutions' high-quality cleaning services.

#### Action Items:

1. Set up a meeting to discuss and finalize a cleaning service contract.
2. Create a tailored cleaning checklist specifically for the needs of Enriquez Aesthetics.
3. Implement feedback mechanisms to ensure the cleaning services meet the standards of a luxury service provider.

Value: MEDIUM

MUTUAL BENEFIT