

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Enriquez Aesthetics

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

## COLLABORATION 1/2

85% conf

Enriquez Aesthetics | Be Present Detalles

### Reasoning:

Enriquez Aesthetics and Be Present Detalles can create exclusive pampering event packages that combine luxury facial experiences with curated event services. This collaboration would appeal to busy professionals and romantic couples looking for unique experiences.

### Value Proposition:

By offering combined packages, they can attract high-value clients and increase sales by 20% for both businesses during peak event seasons.

### Collaboration Example:

Enriquez Aesthetics can provide luxury facial sessions as part of a 'Pamper and Propose' package that Be Present Detalles organizes for couples. During a romantic evening, couples receive facials before a surprise proposal setup. Each package is priced at \$500, with both businesses splitting the revenue, creating a new revenue stream for both.

### Synergy Potential:

The unique blend of luxury skincare and event planning allows both businesses to elevate customer experiences, creating memorable moments that are not typically offered in the local market.

### Action Items:

1. Develop a joint marketing campaign targeting couples looking for unique experiences.

2. Create a special package that includes both a facial treatment and an event setup.
3. Host a launch event to promote the collaboration, inviting local influencers to share their experiences.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

Be Present Detalles | Enriquez Aesthetics

### Reasoning:

Be Present Detalles serves busy professionals and gift givers who may also be interested in luxury skincare treatments offered by Enriquez Aesthetics. Referring clients can enhance the value proposition for both businesses.

### Value Proposition:

By referring clients for skincare services, Be Present Detalles can increase its service portfolio, while Enriquez Aesthetics gains new customers without additional marketing costs.

### Collaboration Example:

As Be Present Detalles organizes corporate events, they can include a referral card for guests to receive a 15% discount on their first facial at Enriquez Aesthetics. This would encourage guests to try the service and potentially lead to repeat clients for Enriquez.

### Synergy Potential:

This relationship leverages Be Present Detalles' event clientele, enhancing Enriquez Aesthetics' reach among professionals who value self-care and luxury services.

### Action Items:

1. Create referral cards that Be Present Detalles can distribute at events.
2. Develop a tracking system to monitor referred clients and their conversions.
3. Set up a commission structure for Be Present Detalles for every referred client that books a service.

Value: MEDIUM

MUTUAL BENEFIT