

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !" The

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

80% conf

The P-Way Solutions LLC !" Soulfitness Studio Health and wellness center

Reasoning:

The P-Way Solutions LLC offers commercial janitorial services, which are essential for maintaining a clean and healthy environment in health and wellness centers like Soulfitness Studio. By contracting The P-Way Solutions for their cleaning needs, Soulfitness can ensure a hygienic space that promotes health and wellness.

Value Proposition:

By hiring The P-Way Solutions, Soulfitness can save on in-house cleaning costs and ensure a pristine environment, potentially increasing client retention by improving the overall experience.

Collaboration Example:

Soulfitness Studio hires The P-Way Solutions to provide weekly cleaning services. For example, after a busy weekend of fitness classes, The P-Way Solutions comes in on Monday mornings to clean and sanitize all workout areas and equipment, ensuring that customers return to a spotless environment. This contract could be \$1,200 per month, providing The P-Way Solutions with steady revenue while enhancing the client experience at Soulfitness.

Synergy Potential:

Both businesses focus on health and wellness, creating a unique partnership where cleanliness directly enhances the wellness experience for Soulfitness clients, making this relationship more impactful than a typical vendor-client dynamic.

Action Items:

1. Set up an introductory meeting between Pervis Lowman and Janice Curry to discuss cleaning needs and service offerings.
2. Draft a service contract outlining specific janitorial duties tailored for Soulfitness Studio's requirements.
3. Schedule a trial cleaning session to demonstrate the quality of services provided by The P-Way Solutions.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' The P-Way Solutions LLC

Reasoning:

Soulfitness Studio serves clients focused on health and wellness, including small businesses that may need janitorial services. By referring clients to The P-Way Solutions, Soulfitness can create a referral network that benefits both parties.

Value Proposition:

Soulfitness could earn referral fees or discounts on their cleaning services by directing clients in need of janitorial services to The P-Way Solutions, enhancing their own service offerings.

Collaboration Example:

Soulfitness Studio hosts a health workshop for local businesses, featuring The P-Way Solutions as a guest speaker discussing the importance of cleanliness in health environments. During the event, attendees learn about The P-Way's services and rates, leading to a \$3,000 contract with a small gym owner who needs regular cleaning services.

Synergy Potential:

The health and wellness angle of Soulfitness provides a unique platform to introduce The P-Way Solutions to potential clients who prioritize cleanliness in their business operations, enhancing community engagement.

Action Items:

1. Create a referral program that incentivizes Soulfitness for every client they send to The P-Way Solutions.
2. Develop joint marketing materials highlighting the importance of cleanliness in health and wellness spaces.
3. Plan a workshop event focused on health and cleanliness, bringing together local business owners.

Value: MEDIUM

MUTUAL BENEFIT