

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” WhitBits Cookies

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

WhitBits Cookies

Contact: Whitney Branch
Industry: Professional Services
Homemade cookies

REFERRAL 1/2

75% conf

Enriquez Aesthetics !” WhitBits Cookies

Reasoning:

Enriquez Aesthetics targets individuals with skin conditions and luxury skincare, while WhitBits Cookies caters to corporate professionals and event planners. Both businesses can refer clients to one another, as corporate events often seek aesthetic services for wellness alongside gourmet cookies.

Value Proposition:

By referring clients to each other, they can enhance customer experience and potentially increase sales by 20% through cross-referrals.

Collaboration Example:

Enriquez Aesthetics could refer corporate clients looking for event catering to WhitBits Cookies for their corporate events, while WhitBits could suggest Enriquez Aesthetics for clients looking to enhance their wellness offerings. For instance, during a corporate wellness event, WhitBits provides cookies, and Enriquez offers mini-facial experiences, creating a unique dual offering that enhances the event.

Synergy Potential:

This partnership thrives on the intersection of luxury wellness and gourmet treats, appealing to the health-conscious corporate clientele in Jacksonville, thus creating a unique niche that neither business could fully exploit alone.

Action Items:

1. Establish a referral agreement outlining terms and benefits for both parties.
2. Create joint marketing materials highlighting the benefits of both services in corporate event planning.
3. Host a combined event where both services are showcased, attracting clients from both target markets.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

WhitBits Cookies !' Enriquez Aesthetics

Reasoning:

WhitBits Cookies can refer clients looking for personal pampering experiences to Enriquez Aesthetics, especially those in event planning who may want to include luxury services in their offerings.

Value Proposition:

This referral could lead to increased foot traffic and sales for Enriquez Aesthetics by 15% during peak corporate event seasons.

Collaboration Example:

During a large corporate event, event planners who order cookies from WhitBits could receive a special offer for mini facials from Enriquez Aesthetics, allowing them to create an enticing wellness package for guests. This package could draw in more bookings during high-demand periods.

Synergy Potential:

WhitBits' established corporate connections can seamlessly introduce Enriquez Aesthetics to new clients, creating a win-win scenario that combines gourmet and wellness services for a unique corporate offering.

Action Items:

1. Develop a co-branded promotional package that includes discounts for clients who engage both services.
2. Set up a tracking system to monitor referrals and their conversion rates.
3. Organize a tasting and pampering event where both businesses can showcase their offerings to potential clients.

Value: MEDIUM

MUTUAL BENEFIT