

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !" Simple Creations By

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Simple Creations By T

Contact: Tiana Harris
Industry: Professional Services
Custom gifts, apparel and accessories

REFERRAL 1/2

75% conf

Enriquez Aesthetics !" Simple Creations By T

Reasoning:

Both businesses cater to individuals looking for quality experiences or products, albeit in different areas. Enriquez Aesthetics targets clients seeking luxury skin care, while Simple Creations By T focuses on personalized gifts for celebrations. Referring clients between the two businesses could enhance customer satisfaction and loyalty.

Value Proposition:

By establishing a referral program, each business can tap into the other's customer base, potentially increasing revenue by 20-30% through mutual referrals.

Collaboration Example:

Enriquez Aesthetics could provide a discount voucher for Simple Creations' custom gift products to clients who book a facial treatment. Conversely, Simple Creations could offer a discount on personalized gift items for clients who refer friends to Enriquez Aesthetics. This could lead to an increase in bookings and sales during peak seasons like holidays, creating a win-win scenario.

Synergy Potential:

The combination of luxury skincare and personalized gifting targets a premium customer segment that values quality and exclusivity. This pairing enhances the customer experience by providing complementary services, making it more appealing than generic partnerships.

Action Items:

1. Develop a referral program with mutually beneficial discounts.
2. Create co-branded marketing materials for distribution in both businesses.
3. Set up a meeting to discuss and finalize partnership terms.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

70% conf

Simple Creations By T' Enriquez Aesthetics**Reasoning:**

Simple Creations By T can create custom gift packages that include services from Enriquez Aesthetics, further enhancing the value of their products. This collaboration can attract clients looking for unique and luxurious gift options.

Value Proposition:

Collaboratively offering a 'Luxury Facial + Custom Gift Package' can increase sales for both businesses by capitalizing on gifting opportunities, potentially generating an additional \$5,000 during holiday seasons.

Collaboration Example:

Simple Creations could design a limited-edition gift box that includes a voucher for a facial experience at Enriquez Aesthetics alongside a custom skincare product. They could market this package as a perfect gift for special occasions like weddings or anniversaries. For example, launching this package for Valentine's Day could bring in significant sales and elevate brand visibility for both businesses.

Synergy Potential:

This partnership uniquely positions both businesses to capture the luxury market segment by combining aesthetics with personalized gifting. The collaboration creates a differentiated offering that leverages both parties' strengths.

Action Items:

1. Brainstorm specific gift package ideas that incorporate both services.
2. Set a launch date and develop a marketing strategy for the collaborative package.
3. Create a shared social media campaign to promote the partnership.

Value: HIGH

MUTUAL BENEFIT