

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Noseniorleftbehindfl.org

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson
Industry: Professional Services
Skincare Products to consumers and businesses

Noseniorleftbehindfl.org

Contact: Wanda K Jackson
Industry: Professional Services
Assessments for 55 and older in need of a service to help maintain independence.

REFERRAL 1/2

75% conf

ALYS Always Love Yourself!" Noseniorleftbehindfl.org

Reasoning:

Both businesses target overlapping demographics, specifically mature individuals. ALYS Always Love Yourself focuses on skincare for women aged 40+, while Noseniorleftbehindfl.org assists seniors in maintaining their independence. Referrals between the two can lead to increased clientele for both parties.

Value Proposition:

By referring clients to each other, both businesses can potentially increase their customer bases by 20%, leading to increased sales and services provided.

Collaboration Example:

ALYS Always Love Yourself could create a special skincare package for clients referred by Noseniorleftbehindfl.org. For example, when a senior receives a transportation or companionship service, they could also receive a coupon for a discounted skincare product or service, enhancing their self-care routine while providing ALYS with new customers.

Synergy Potential:

The unique synergy lies in their shared focus on enhancing the quality of life for mature individuals, allowing for a more holistic approach to wellness and self-care that neither could achieve alone.

Action Items:

1. Arrange a meeting between Cenita Williamson and Wanda K Jackson to discuss referral strategies.

2. Develop a simple referral program that includes discount offers for both businesses' clients.
3. Create marketing materials highlighting the partnership to distribute at both businesses.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Noseniorleftbehindfl.org !' ALYS Always Love Yourself

Reasoning:

Noseniorleftbehindfl.org serves seniors who may also benefit from skincare products, creating an opportunity for referrals. Seniors seeking companionship or services may appreciate recommendations for skincare that promote self-love and care.

Value Proposition:

Referring clients to ALYS Always Love Yourself can lead to a 10% increase in service requests for Noseniorleftbehindfl.org's offerings as clients seek to enhance their self-image.

Collaboration Example:

Noseniorleftbehindfl.org could hand out pamphlets or gift cards for ALYS Always Love Yourself during home visits with seniors. For instance, if a senior is helped with yard maintenance, they could receive a gift card for a skincare consultation, incentivizing them to prioritize self-care.

Synergy Potential:

This referral relationship uniquely connects service-driven and product-driven models, enhancing the overall well-being of seniors while expanding market reach for both businesses.

Action Items:

1. Develop a referral pamphlet that includes both businesses' services and special offers.
2. Set up a tracking system to measure referral conversions and customer feedback.
3. Host a joint event for seniors focusing on wellness that includes skincare tips and assessments for maintaining independence.

Value: MEDIUM

MUTUAL BENEFIT