

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself!" Complete Renew

2 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

### PARTNER 1/2

80% conf

### ALYS Always Love Yourself!" Complete Renewal LLC

#### Reasoning:

Both businesses focus on skincare but target slightly different demographics. ALYS Always Love Yourself can offer products specifically for mature women, while Complete Renewal focuses on health-conscious minority women. Collaborating can help both businesses expand their product offerings.

#### Value Proposition:

By partnering, both businesses can increase their market reach by 30% through cross-promotion and bundled offerings, leading to higher sales revenue.

#### Collaboration Example:

ALYS Always Love Yourself could create a special skincare bundle featuring products that target mature skin, while Complete Renewal provides a packaged wellness workshop for women aged 40+. They host an event at a beauty school where participants can receive skincare consultations and wellness education. Both companies split the event revenue, and each gains a new client base from the other's customers.

#### Synergy Potential:

The unique synergy lies in their complementary offerings; ALYS provides targeted products for aging skin while Complete Renewal enhances this with holistic wellness education, creating a comprehensive skincare and wellness experience.

**Action Items:**

1. Schedule a joint meeting to outline potential products for the collaboration.
2. Develop a marketing strategy to promote the bundled offerings at the beauty school event.
3. Design a feedback mechanism to gather insights from attendees for future collaborations.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Complete Renewal LLC !' ALYS Always Love Yourself

**Reasoning:**

Both businesses cater to women interested in skincare, but they target different age brackets and specific needs. They can refer clients to one another without competing.

**Value Proposition:**

Through referral arrangements, both businesses can increase their customer base by 20%, leading to additional revenue streams.

**Collaboration Example:**

Complete Renewal can refer its health-conscious clients aged 40+ who are seeking more targeted skincare solutions to ALYS Always Love Yourself. In return, ALYS can refer mature women looking for holistic wellness education to Complete Renewal. Each successful referral earns a \$20 incentive for both businesses, creating a win-win for both.

**Synergy Potential:**

This pairing is special because it allows both businesses to enhance their customer experience by offering targeted solutions that meet diverse skincare needs, ensuring client satisfaction and loyalty.

**Action Items:**

1. Develop a referral program outline detailing the incentive structure.
2. Create promotional materials that educate clients about the referral options.
3. Conduct training sessions for both teams to ensure seamless referrals.

Value: MEDIUM

MUTUAL BENEFIT