

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself!" The Collective

2 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### REFERRAL 1/2

75% conf

The Collective Om!" Alys Always Love Yourself

#### Reasoning:

Both businesses target women, particularly those interested in health and wellness or skincare. The Collective Om provides holistic health services that could complement the skincare products offered by Alys Always Love Yourself, providing a seamless wellness experience for their shared customer base.

#### Value Proposition:

Increased customer acquisition for both businesses as they refer clients to each other, potentially generating a 20% increase in sales from referrals.

#### Collaboration Example:

The Collective Om could refer its clients needing skincare advice to Alys Always Love Yourself, while Alys could recommend their customers seeking holistic health solutions to The Collective Om. For instance, after a skincare consultation, Alys provides a voucher for a wellness session at The Collective Om, driving additional foot traffic to both locations.

#### Synergy Potential:

This partnership uniquely combines holistic health and skincare, appealing to the growing trend of integrated wellness for women, enhancing the customer experience beyond traditional offerings.

### Action Items:

1. Create a referral program that includes exclusive discounts for clients referred between the two businesses.
2. Exchange promotional materials to display in each other's locations to educate customers about the benefits of both services.
3. Schedule quarterly meetings to evaluate referral success and adjust strategies for mutual growth.

Value: MEDIUM

MUTUAL BENEFIT

## COLLABORATION 2/2

80% conf

The Collective Om | ALYS Always Love Yourself

### Reasoning:

The Collective Om and ALYS Always Love Yourself can jointly host wellness events that feature skincare seminars and holistic health workshops. This partnership can attract their target demographics, enhancing brand visibility and customer engagement.

### Value Proposition:

Potential to attract 50-100 attendees per event, generating revenue from ticket sales and product promotions, leading to an estimated \$2,000 in revenue per event.

### Collaboration Example:

They could host a 'Wellness and Beauty' workshop where attendees learn about skincare routines tailored to holistic health practices. ALYS provides skincare products for demonstrations, while The Collective Om guides participants through self-care techniques. Both businesses could sell products and services at the event, generating immediate revenue and building a loyal customer base.

### Synergy Potential:

The combination of skincare education with holistic health practices creates a unique event that encourages attendees to invest in both their physical appearance and overall well-being, differentiating it from typical beauty or health workshops.

### Action Items:

1. Plan a date and venue for the first 'Wellness and Beauty' workshop within the next month.
2. Develop marketing materials and an online campaign to promote the event through both businesses' channels.
3. Coordinate logistics for product demonstrations and ensure both businesses have equal representation at the event.

Value: HIGH

MUTUAL BENEFIT