

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" flow

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

75% conf

flow!" Alys Always Love Yourself

Reasoning:

Both businesses target mature women, albeit in different ways. Flow's coaching services could appeal to women looking to enhance their self-esteem or personal development, which aligns with the values promoted by Alys Always Love Yourself's skincare products.

Value Proposition:

Flow could refer clients seeking skincare solutions to Alys, potentially increasing Alys's customer base by 15% and enhancing Flow's service offerings with holistic wellness.

Collaboration Example:

Flow could host a series of wellness workshops focusing on self-love and personal growth, featuring Alys products as part of the experience. Attendees would receive samples and special discounts on Alys's skincare line, while Flow can include the event in their marketing to attract new clients, resulting in both businesses gaining new contacts and sales.

Synergy Potential:

The unique combination of coaching and skincare addresses both internal and external beauty, appealing to a demographic that values holistic well-being. This partnership stands out as it promotes a comprehensive approach to self-care.

Action Items:

1. Schedule a meeting between Miguel and Cenita to discuss referral opportunities.
2. Develop a marketing plan for the workshops, including social media outreach and email campaigns.
3. Create exclusive offers for workshop attendees that encourage them to try both coaching and skincare services.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

65% conf

ALYS Always Love Yourself!' flow

Reasoning:

ALYS Always Love Yourself can refer its clientele to Flow for coaching services aimed at enhancing overall self-esteem and confidence, which aligns with their skincare brand's messaging.

Value Proposition:

By referring their customers to Flow, ALYS could enhance customer loyalty and increase repeat purchases, estimating a 10% rise in customer retention rates.

Collaboration Example:

ALYS could include a flyer about Flow's coaching services in their product packaging, encouraging clients to explore personal development. Additionally, they could host a joint event, such as a 'Confidence Boost Day', where customers can learn about skincare while also engaging in personal coaching sessions, resulting in increased product sales and client engagement.

Synergy Potential:

By combining skincare with personal development, both businesses can create a unique customer experience that promotes a lifestyle focused on self-love and care, enhancing brand loyalty among their shared target audience.

Action Items:

1. Prepare promotional materials about Flow's coaching services for inclusion in ALYS product shipments.
2. Plan a joint event that focuses on self-care and wellness, leveraging both brands' strengths.
3. Establish a tracking system to measure the success of referrals between the two businesses.

Value: MEDIUM

MUTUAL BENEFIT