

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Organize Design

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

Organize Design Create

Contact: Victoria Price

Industry: Marketing & Design

Marketing for entrepreneurs, non-profits, and small businesses.

REFERRAL 1/2

80% conf

Organize Design Create!' Alys Always Love Yourself

Reasoning:

Both businesses target different segments of the market but can benefit from each other's networks. Organize Design Create focuses on helping entrepreneurs and small businesses, while Alys Always Love Yourself caters specifically to mature women. This alignment allows for effective cross-referrals without competition.

Value Proposition:

Organize Design Create could refer clients to Alys for skincare solutions, enhancing customer satisfaction, while Alys can refer her customers who are starting businesses to Organize Design Create for marketing services, creating a steady stream of referrals.

Collaboration Example:

Organize Design Create can create a marketing campaign targeting their existing clients about Alys's skincare products, emphasizing the importance of self-care and branding for personal and professional success. In return, Alys can provide exclusive discounts to Organize Design Create's clients, incentivizing them to purchase and enhancing customer loyalty.

Synergy Potential:

The unique synergy lies in the complementary nature of their services; while Organize Design Create focuses on business growth, Alys offers personal enhancement, creating a holistic approach to professional women's empowerment.

Action Items:

1. Organize Design Create to develop a marketing pitch that includes ALYS's products.
2. ALYS to prepare exclusive offers for clients referred by Organize Design Create.
3. Schedule a joint networking event to introduce both client bases.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

ALYS Always Love Yourself! Organize Design Create

Reasoning:

ALYS Always Love Yourself targets a specific demographic of mature women, many of whom may be entrepreneurs or professionals needing marketing services. This creates an opportunity for ALYS to refer clients seeking to establish or enhance their business presence.

Value Proposition:

By referring clients needing marketing services to Organize Design Create, ALYS can offer added value to her customers while potentially earning referral commissions, thus increasing revenue.

Collaboration Example:

ALYS can create a skincare workshop for her customers where Organize Design Create presents on personal branding. This event not only provides skincare education but also introduces her clients to marketing strategies, enhancing their business acumen. They could charge a fee for the workshop, splitting the proceeds.

Synergy Potential:

This partnership is unique because it not only promotes skincare but also equips mature women with essential business skills, positioning both businesses as advocates for women's empowerment in the entrepreneurial space.

Action Items:

1. ALYS to organize a workshop integrating skincare and branding topics.
2. Organize Design Create to prepare a presentation tailored for ALYS's audience.
3. Set up a feedback loop to measure success in terms of referrals generated.

Value: MEDIUM

MUTUAL BENEFIT