

# BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" MyahnArt LLC

2 Relationships Identified

## BUSINESS PROFILES

### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

### MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

Creative Services and Products: Murals, Live Painting, Custom Portraits and More

## COLLABORATION 1/2

80% conf

MyahnArt LLC !' ALYS Always Love Yourself

### Reasoning:

MyahnArt LLC specializes in creative services that can enhance the customer experience for ALYS Always Love Yourself's skincare products. By incorporating artistic elements into product displays and events, both businesses can attract more customers and create memorable experiences.

### Value Proposition:

This partnership could lead to an increase in foot traffic and customer engagement at ALYS events, potentially boosting sales by 20% during promotional events.

### Collaboration Example:

MyahnArt could create a stunning mural backdrop for ALYS's upcoming skincare launch event, enhancing the aesthetic appeal and providing a perfect photo opportunity that encourages social media sharing. This collaboration would not only draw in attendees but also highlight the skincare products in a visually captivating environment. The two businesses could split a \$3,000 event budget, with MyahnArt earning \$1,500 while gaining exposure to ALYS's mature demographic.

### Synergy Potential:

The unique synergy lies in combining ALYS's skincare expertise with MyahnArt's design creativity, offering customers an artistic experience that enhances product engagement and encourages repeat visits.

### Action Items:

1. Schedule a meeting between Myah Freeman and Cenita Williamson to discuss the vision for the collaboration.
2. Develop a proposal outlining design concepts and specific event details, including timeline and budget.
3. Promote the collaborative event on social media and through both businesses' networks to maximize reach.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

ALYS Always Love Yourself! MyahnArt LLC

### Reasoning:

ALYS Always Love Yourself targets a demographic that appreciates personalized and unique offerings, which aligns well with MyahnArt's services. Referring clients who are looking for custom artwork or event entertainment can create a win-win situation.

### Value Proposition:

By referring ALYS's clients to MyahnArt for personalized art services, ALYS can enhance its customer offerings, while MyahnArt gains access to a new customer base, potentially increasing sales by 15%.

### Collaboration Example:

Whenever ALYS sells a skincare package for a special occasion, they could include a referral card for MyahnArt's custom portrait services. For example, a customer purchasing skincare for a birthday would receive a discount voucher for a custom portrait, encouraging them to use both services and increasing overall customer satisfaction.

### Synergy Potential:

ALYS's focus on mature women who value personalized beauty experiences perfectly matches MyahnArt's offerings, creating a tailored approach to client needs that enhances both businesses' reputations.

### Action Items:

1. Create a referral program that includes discounts for clients using both services.
2. Design promotional materials for ALYS to distribute that highlight MyahnArt's offerings.
3. Set up a tracking system to measure referral success and customer feedback.

Value: MEDIUM

MUTUAL BENEFIT