

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself! Bluebird Health

2 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### Bluebird Health Partners

Contact: Cary Hendricks

Industry: Technology

Healthcare Strategy Execution Consulting

### COLLABORATION 1/2

75% conf

Bluebird Health Partners! Alys Always Love Yourself

#### Reasoning:

Bluebird Health Partners specializes in healthcare strategy execution, which could be beneficial for Alys Always Love Yourself as they look to penetrate the skincare market for mature women. A collaboration could help Alys develop targeted marketing strategies that resonate with healthcare providers and beauty schools.

#### Value Proposition:

By aligning their strategies, both businesses can access a broader audience; Bluebird can tap into the beauty industry while Alys gains credibility and reach within healthcare circles, potentially increasing Alys's revenue by 20%.

#### Collaboration Example:

Bluebird Health Partners could assist Alys Always Love Yourself in crafting a marketing strategy tailored to beauty schools, leading to a workshop where Alys introduces its skincare line and educates students on skin health. In this scenario, Bluebird organizes the event, while Alys provides products for demonstrations, resulting in increased brand awareness and potential bulk orders from beauty schools.

#### Synergy Potential:

The combination of healthcare consulting and skincare products creates a unique offering that merges wellness with beauty, appealing to a demographic that values health and aesthetics, especially in the context of aging.

**Action Items:**

1. Schedule a meeting between Cary Hendricks and Cenita Williamson to discuss potential workshop ideas.
2. Identify suitable beauty schools in Jacksonville and reach out to them to gauge interest in collaboration.
3. Develop a joint marketing plan targeting mature women that incorporates health and skincare education.

Value: MEDIUM

MUTUAL BENEFIT

**REFERRAL 2/2**

65% conf

ALYS Always Love Yourself! Bluebird Health Partners

**Reasoning:**

While Bluebird focuses on healthcare consulting, ALYS targets mature women who may be seeking healthcare solutions related to skincare. ALYS can refer clients to Bluebird when discussing skin health and wellness, creating a referral pathway.

**Value Proposition:**

This referral relationship can enhance Bluebird's client base by reaching mature women who may benefit from health consultations, potentially increasing Bluebird's client inquiries by 15%.

**Collaboration Example:**

When ALYS Always Love Yourself runs a promotional campaign targeting mature women, they can include Bluebird Health Partners' information in their marketing materials as a resource for skin health consultations, leading to a mutually beneficial exchange of clients.

**Synergy Potential:**

The intersection of skincare and healthcare consulting creates a holistic approach to wellness, making the referral relationship valuable and unique as they both cater to the same demographic's needs.

**Action Items:**

1. Create a referral program where ALYS shares information about Bluebird's services with customers.
2. Design promotional materials that outline how skincare and health are interconnected, to be displayed in ALYS's retail locations.
3. Host a joint informational webinar on the importance of skin health for mature women, featuring both ALYS's products and Bluebird's consulting services.

Value: MEDIUM

MUTUAL BENEFIT