

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !” Jazzi’s Creations

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Jazzi’s Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

85% conf

#### Jazzi’s Creations !” Enriquez Aesthetics

##### Reasoning:

Jazzi's Creations can offer craft workshops that tie in with the skincare theme of Enriquez Aesthetics. For example, clients can create custom skincare jars during a 'Self-Care Craft Night' event, which aligns with the luxury facial experiences offered by Enriquez Aesthetics.

##### Value Proposition:

Both businesses can tap into each other's customer bases; Jazzi's Creations can expect a revenue boost of around \$1,000 per event, while Enriquez Aesthetics can enhance customer loyalty through unique experiences.

##### Collaboration Example:

Jazzi's Creations hosts a 'Self-Care Craft Night' where attendees create personalized skincare jars and receive a mini facial demonstration from Enriquez Aesthetics. For the event, Jazzi charges \$500 for materials and space, while Enriquez provides a \$100 promotional voucher for their services to all participants. They split the ticket sales, potentially earning \$2,000 together if 40 attendees sign up, while building a community around self-care.

##### Synergy Potential:

This pairing is unique because it blends the creative, hands-on approach of craft-making with the luxury and self-care focus of high-end skincare, creating a memorable experience that enhances customer engagement for both.

**Action Items:**

1. Schedule a meeting to brainstorm event ideas and logistics for the 'Self-Care Craft Night'.
2. Develop a joint marketing strategy to promote the event through social media and local business networks.
3. Create a sign-up page for the event to gauge interest and manage ticket sales.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

## Enriquez Aesthetics !' Jazzi's Creations

**Reasoning:**

Enriquez Aesthetics serves individuals who are likely to appreciate personalized gifts, especially in the context of self-care and wellness. Referring clients looking for gifts can enhance the customer experience for both businesses.

**Value Proposition:**

Enriquez can refer clients to Jazzi's Creations for custom gifts, potentially increasing Jazzi's sales by an estimated 10% during peak gifting seasons, while providing Enriquez's clients with a unique gifting option.

**Collaboration Example:**

Enriquez Aesthetics includes a flyer for Jazzi's Creations in their welcome kits for new clients, promoting personalized gift options for birthdays and anniversaries. Each referral that results in a purchase earns Enriquez a 10% commission, leading to a potential revenue increase of \$300 for Enriquez in a month if they refer 10 clients who each spend \$100 at Jazzi's.

**Synergy Potential:**

This relationship stands out because it combines luxury skincare with personalized gifting, offering clients a holistic approach to self-care and thoughtful gifting that enhances their overall wellness experience.

**Action Items:**

1. Create referral materials including flyers or digital content for Enriquez to distribute.
2. Set up a tracking system to monitor referrals and commissions for transparency.
3. Plan a joint promotional campaign for events like Valentine's Day or Mother's Day to maximize referral opportunities.

Value: MEDIUM

MUTUAL BENEFIT