

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

Jamz Trainings

Contact: James Robinson

Industry: Health & Wellness

Personal Training & Sports Massage Therapy

REFERRAL 1/2

75% conf

Jamz Trainings!' Alys Always Love Yourself

Reasoning:

Both businesses target mature individuals, albeit with slightly different focuses. Jamz Trainings serves middle-aged recreational athletes, while Alys Always Love Yourself focuses on skincare for women aged 40 and above. They can refer clients to each other without overlapping services.

Value Proposition:

By referring clients to each other, both businesses can expand their customer base, potentially increasing revenue by 20% through cross-promotion.

Collaboration Example:

Jamz Trainings can provide complimentary personal training sessions as part of a skincare package offered by Alys. For instance, a package could include a month of personal training at Jamz with the purchase of a skincare regimen from Alys. This could attract 15 new clients to Jamz and increase Alys's product sales by 30% in a month.

Synergy Potential:

Both businesses cater to the health and beauty-conscious demographic, allowing for a natural fit in referrals. This partnership leverages the shared target market effectively, enhancing trust and credibility.

Action Items:

1. Create a referral agreement detailing how clients will be referred between both businesses.

2. Design a joint promotional flyer highlighting the benefits of both services to distribute in local HOA communities.
3. Host an introductory event where clients can experience both services, encouraging immediate referrals.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

ALYS Always Love Yourself! Jamz Trainings

Reasoning:

ALYS Always Love Yourself targets mature women who may also be interested in fitness and wellness. Referrals can flow from ALYS to Jamz Trainings, as skincare clients might be interested in personal training to enhance overall health.

Value Proposition:

This relationship can lead to a potential 15% increase in Jamz's client intake and can help ALYS position itself as a holistic wellness provider.

Collaboration Example:

ALYS can offer a special promotion where customers who purchase a certain amount of skincare products receive a complimentary personal training session at Jamz. This could generate 20 new leads for Jamz and boost sales for ALYS by 25% during the promotional period.

Synergy Potential:

The unique synergy comes from combining skincare and fitness, appealing to a demographic that values both appearance and wellness. This dual focus can create holistic marketing opportunities.

Action Items:

1. Develop a promotional campaign that ties skincare purchases to fitness incentives.
2. Work on a shared customer database to track referrals and conversions.
3. Create a limited-time bundled offer that includes both skincare and personal training services.

Value: MEDIUM

MUTUAL BENEFIT