

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

MyahnArt LLC

Contact: Myah Freeman

Industry: Marketing & Design

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

COLLABORATION 1/2

85% conf

MyahnArt LLC !” Complete Renewal LLC

Reasoning:

MyahnArt LLC can enhance the aesthetic appeal of Complete Renewal's physical locations or events, while Complete Renewal can provide a health-focused audience for MyahnArt's unique art offerings. This synergy creates a compelling experience for customers looking for both health and beauty.

Value Proposition:

By collaborating, both businesses could increase their customer engagement and sales potential by up to 30% at events where both services are showcased.

Collaboration Example:

MyahnArt could create a vibrant mural at Complete Renewal's On-the-Go Spa event, which attracts health-conscious clients. During this event, MyahnArt offers live painting sessions while Complete Renewal promotes its skincare products. This partnership could generate \$2,000 in sales from art commissions and increased product sales, while attracting new clients for both companies.

Synergy Potential:

This partnership uniquely combines art and wellness, appealing to the emotional and aesthetic senses of health-conscious women, making it more than just a simple collaboration.

Action Items:

1. Schedule a meeting to brainstorm potential event themes and locations for collaboration.
2. Develop a joint marketing plan to promote the event through social media and local community channels.
3. Create promotional materials that highlight both the art and skincare offerings to attract attendees.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Complete Renewal LLC !' MyahnArt LLC

Reasoning:

Both businesses target overlapping demographics, particularly health-conscious individuals who appreciate aesthetic beauty in their homes and events. This creates an opportunity for referrals without direct competition.

Value Proposition:

By referring clients to one another, they could each tap into the other's customer base, potentially increasing their sales by 20% through cross-promotion.

Collaboration Example:

Complete Renewal can include MyahnArt's business cards in their product packaging and recommend MyahnArt for custom artwork to their clients. In turn, MyahnArt can create a referral program that offers discounts on portraits for clients who purchase Complete Renewal's skincare products. This could lead to a combined revenue increase of \$5,000 over the next quarter.

Synergy Potential:

The combination of art and wellness creates a lifestyle brand appeal, where customers feel they can enhance both their inner health and outer aesthetic simultaneously.

Action Items:

1. Develop a referral program that incentivizes clients to engage with both businesses.
2. Create co-branded content that shares the benefits of both services, highlighting the relationship.
3. Identify local events to collectively showcase their offerings and drive referrals.

Value: MEDIUM

MUTUAL BENEFIT