

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !" MyahnArt LLC

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

MyahnArt LLC

Contact: Myah Freeman
Industry: Marketing & Design
Creative Services and Products: Murals, Live Painting, Custom Portraits and More

COLLABORATION 1/2

85% conf

Enriquez Aesthetics !" MyahnArt LLC

Reasoning:

Enriquez Aesthetics can enhance the luxury facial experience by incorporating custom artwork from MyahnArt LLC, which would create an immersive aesthetic environment. This collaboration would attract customers looking for a unique and visually appealing experience while receiving skincare treatments.

Value Proposition:

By combining luxury facial services with bespoke artwork, both businesses can tap into new customer segments, potentially increasing revenue by 30% during promotional events.

Collaboration Example:

Enriquez Aesthetics could host a 'Luxury Facial & Art' event where MyahnArt LLC creates a live mural while clients enjoy their treatments. For example, a mural themed around relaxation could be painted as clients receive their facials, making the event unforgettable. Each business could charge \$150 per client, and with 20 clients, they would generate \$3,000, split between both parties.

Synergy Potential:

The unique pairing of luxury skincare and custom art creates a multi-sensory experience that neither business could achieve alone, allowing them to stand out in a crowded market.

Action Items:

1. Plan a joint marketing strategy for the 'Luxury Facial & Art' event.
2. Set a date and secure a venue for the collaborative event.
3. Create promotional materials highlighting the unique experience offered.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

MyahnArt LLC !' Enriquez Aesthetics

Reasoning:

MyahnArt LLC's target market overlaps with Enriquez Aesthetics' clientele, as both businesses cater to individuals seeking enhanced aesthetics. Referrals can flow easily as MyahnArt's clients may also be interested in skincare treatments.

Value Proposition:

By referring clients to each other, both businesses can increase their customer bases by 20%, as clients looking for aesthetic enhancements often seek complementary services.

Collaboration Example:

MyahnArt LLC can include a referral card for Enriquez Aesthetics with every purchase of custom artwork. For instance, if a client commissions a mural, they receive a card offering 20% off their first facial. This way, Enriquez Aesthetics gains new clients while MyahnArt enriches their service offerings.

Synergy Potential:

The referral relationship is unique due to the shared emphasis on aesthetics, ensuring that the clients referred between the two services will appreciate and value both offerings.

Action Items:

1. Develop a referral card design that includes discounts for both businesses.
2. Set up a tracking system to monitor referrals and outcomes.
3. Regularly review and adjust the referral program based on client feedback.

Value: MEDIUM

MUTUAL BENEFIT