

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" The

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### The Collective Om

Contact: Ashlyn Schwartz  
Industry: Health & Wellness  
Holistic health services for individuals and small teams

## COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers!" The Collective Om

### Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, while The Collective Om provides holistic health services. By collaborating, they can create a unique wellness program that combines physical movement with mental well-being, appealing to companies looking to improve their employee engagement.

### Value Proposition:

By co-developing a wellness program, both businesses can tap into new client bases, potentially increasing revenue by 30% from joint workshops, while also enhancing their reputations in the community.

### Collaboration Example:

Next month, Celebrate & Smile will host a 'Dance & Wellness Retreat' at a local venue, featuring a morning dance session led by Tiffany followed by a holistic health workshop by Ashlyn. Each participant pays \$100, and they expect 50 attendees, splitting the \$5,000 revenue. Employees from local businesses can enhance their team dynamics while experiencing both arts and wellness.

### Synergy Potential:

This partnership uniquely combines the creative aspect of dance with holistic health, making it attractive for corporate clients looking for innovative team-building solutions that address both physical and mental health.

### Action Items:

1. Schedule a brainstorming session to outline the wellness program details.
2. Identify potential corporate clients and create a marketing plan.
3. Develop promotional materials highlighting the benefits of the Dance & Wellness Retreat.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

The Collective Om |' Celebrate & Smile International Steppers

### Reasoning:

Both businesses target similar audiences—individuals and teams looking to enhance their personal and professional lives. The Collective Om can refer clients seeking more engaging, physical team-building activities to Celebrate & Smile, while Celebrate & Smile can refer clients who may benefit from holistic health services.

### Value Proposition:

By establishing a referral program, each business can gain access to a steady stream of new clients. This could lead to a 20% increase in client base for both businesses over the next six months.

### Collaboration Example:

The Collective Om can create a referral card for clients attending their workshops, which offers a 10% discount for their first class with Celebrate & Smile. In turn, Celebrate & Smile can offer a free introductory dance class for those referred by The Collective Om, creating a mutually beneficial cycle of client referrals.

### Synergy Potential:

This pairing is unique because it allows both businesses to leverage their existing client relationships to introduce complementary services, enriching the customer experience and enhancing client retention.

### Action Items:

1. Draft a referral agreement outlining benefits and processes.
2. Create branded materials for referral distribution.
3. Promote the referral program through social media and newsletters.

Value: MEDIUM

MUTUAL BENEFIT