

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” Tosh’s Urban Garde

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Tosh’s Urban Garden

Contact: Latachia Kins-Hunt
Industry: Health & Wellness
Natural herbal products (teas, tinctures and health care options) created in small batches with low to no synthetic additives. Eco-conscious individuals looking for alternative health options .

COLLABORATION 1/2

85% conf

Enriquez Aesthetics !’ Tosh’s Urban Garden

Reasoning:

Enriquez Aesthetics offers luxury facial experiences, which can complement the herbal wellness products provided by Tosh's Urban Garden. A collaboration can create a wellness package that combines skincare treatments with herbal products, appealing to their shared health-conscious target market.

Value Proposition:

By combining services, both businesses can attract new customers looking for holistic health solutions, potentially increasing revenue by 30% through package deals.

Collaboration Example:

Enriquez Aesthetics could host a 'Wellness Day' event where clients receive a luxury facial while also sampling Tosh's herbal teas and tinctures. Each client pays \$150 for the package; if 20 clients attend, both businesses could earn \$3,000 in total, while also gaining exposure to a new audience.

Synergy Potential:

The unique pairing of aesthetics and herbal wellness is distinct, as it addresses both external and internal health, creating a comprehensive wellness experience that neither could achieve alone.

Action Items:

1. Plan a joint marketing strategy for the 'Wellness Day' event, including social media campaigns and local advertising.
2. Develop a shared pricing structure for the packaged services to ensure profitability for both businesses.
3. Set a date for the event within the next month and start collecting RSVPs to gauge interest.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Tosh's Urban Garden !' Enriquez Aesthetics

Reasoning:

Both businesses target health-conscious individuals, but they do not compete directly. Tosh's Urban Garden can refer customers who purchase herbal products but also seek skincare solutions to Enriquez Aesthetics.

Value Proposition:

By referring clients, Tosh's Urban Garden can enhance customer satisfaction and loyalty, while Enriquez Aesthetics can tap into a new clientele, potentially increasing bookings by 20%.

Collaboration Example:

Tosh's Urban Garden can include a referral card in their product packaging that offers a 15% discount on the first facial at Enriquez Aesthetics. If they distribute 100 cards and 10% are redeemed, Enriquez could see an additional \$1,500 in revenue just from the referrals.

Synergy Potential:

This relationship uniquely leverages the trust Tosh's Urban Garden has with its eco-conscious clients to introduce them to luxury skincare, enhancing the value of both brands in their community.

Action Items:

1. Create a referral card design that includes details for both businesses and the discount offer.
2. Set up a tracking system to monitor the effectiveness of referrals and client redemption rates.
3. Arrange a meeting to discuss how both businesses can promote the referral program effectively through their channels.

Value: MEDIUM

MUTUAL BENEFIT