

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

REFERRAL 1/2

85% conf

Enriquez Aesthetics !” Jamz Trainings

Reasoning:

Enriquez Aesthetics and Jamz Trainings target overlapping demographics, particularly individuals interested in health and wellness. While they offer different services, both businesses cater to clients who prioritize self-care and aesthetic improvements, making them complementary rather than competitive.

Value Proposition:

By referring clients to each other, both businesses can potentially increase their customer bases by 15-20% without additional marketing costs.

Collaboration Example:

Enriquez Aesthetics can provide skincare consultations to Jamz Trainings' clients as part of a wellness package. For example, during a client's training session, Jamz can offer a skincare consultation voucher for a luxury facial treatment, thus enhancing the overall wellness experience and driving traffic to both businesses. This could result in Jamz gaining referrals for skin condition consultations while Enriquez enjoys new clients seeking fitness and wellness.

Synergy Potential:

The unique synergy lies in the holistic approach both businesses take towards health and beauty, allowing them to offer clients a comprehensive self-care experience that enhances both physical fitness and skincare.

Action Items:

1. Set up a referral program where each client referred earns a discount on their next service.
2. Create joint marketing materials highlighting both services as part of a 'Wellness Package'.
3. Organize a wellness event where clients can experience a mini facial while discussing fitness goals.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

75% conf

Jamz Trainings !' Enriquez Aesthetics

Reasoning:

Jamz Trainings serves a target market that may benefit from skincare services, particularly as many middle-aged recreational athletes are likely to experience skin issues due to outdoor activities. Referring clients for skincare treatments will enhance their overall wellness experience.

Value Proposition:

By referring clients to Enriquez Aesthetics, Jamz can enhance its service offerings and potentially see a 10-15% increase in client satisfaction and retention.

Collaboration Example:

Jamz can introduce a 'Fitness & Facial Day' where clients can receive a training session followed by a discounted facial treatment at Enriquez Aesthetics. For instance, after a 60-minute personal training session, clients receive a voucher for a luxury facial, creating an event that promotes both fitness and skincare, driving new clients to Enriquez.

Synergy Potential:

The collaboration stands out because it combines physical fitness and skincare, addressing both internal and external wellness in a single client journey, which is particularly appealing to health-conscious individuals.

Action Items:

1. Develop a joint promotional campaign offering discounts for clients who participate in both businesses.
2. Host a community wellness day featuring mini personal training sessions and skincare consultations.
3. Share client testimonials and results from both businesses on social media to cross-promote services.

Value: MEDIUM

MUTUAL BENEFIT