

# BUSINESS RELATIONSHIP ANALYSIS

Be Present Detalles!" Relax Relate & Release

2 Relationships Identified

## BUSINESS PROFILES

### Be Present Detalles

Contact: De'Ana Aguas  
Industry: Professional Services  
Events and Experiences

### Relax Relate & Release

Contact: Hazel Lee  
Industry: Health & Wellness  
Massage Therapy

## COLLABORATION 1/2

80% conf

Be Present Detalles!" Relax Relate & Release

### Reasoning:

Both businesses target specific demographics that could benefit from joint offerings. Busy professionals looking to unwind after work could greatly benefit from a combined event that includes relaxation and pampering.

### Value Proposition:

By creating joint events, both businesses can increase their customer base and revenue streams. For instance, they could offer a special package that includes a massage followed by a curated event experience, potentially generating additional revenue of \$3,000 per event.

### Collaboration Example:

Be Present Detalles can organize a 'Relax and Unwind' evening where Relax Relate & Release offers 30-minute massage sessions at the venue. Attendees can enjoy refreshments while learning about self-care practices. The event could attract 50 professionals, with ticket sales at \$60 each, generating \$3,000 for both businesses, leading to increased visibility and potential repeat clients.

### Synergy Potential:

This partnership uniquely combines stress relief with the experience of social engagement, appealing to the needs of professionals seeking relaxation and memorable moments, which neither business can achieve alone.

### Action Items:

1. Schedule a meeting between De'Ana Aguas and Hazel Lee to brainstorm event ideas and logistics.
2. Develop a joint marketing campaign targeting busy professionals in Jacksonville.
3. Create a promotional package that includes discounted tickets for both massage sessions and event experiences.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Relax Relate & Release !' Be Present Detalles

#### Reasoning:

While targeting different specific markets, both businesses attract clients interested in wellness and experiences. Relax Relate & Release can refer its clients to Be Present Detalles for event planning services, creating a referral channel.

#### Value Proposition:

Each referral could lead to increased bookings for Be Present Detalles, enhancing their visibility among veterans and professionals, potentially generating \$1,000 in additional revenue monthly through referrals.

#### Collaboration Example:

After a massage session, Relax Relate & Release can provide clients with a referral card for a complimentary consultation with Be Present Detalles for upcoming events, such as romantic dinners or corporate retreats. This could lead to at least 10 referrals monthly, each valued at \$100, totaling \$1,000 in revenue for Be Present Detalles.

#### Synergy Potential:

The unique aspect of this pairing lies in the niche markets they serve; while Be Present Detalles focuses on romantic couples and professionals, Relax Relate & Release can introduce these services to veterans, creating a cross-marketing opportunity that broadens their reach.

### Action Items:

1. Develop a referral program that offers discounts for clients referred from Relax Relate & Release to Be Present Detalles.
2. Create marketing materials that highlight the benefits of event planning services for Relax's clientele.
3. Train staff at Relax Relate & Release on how to effectively promote Be Present Detalles' services.

Value: MEDIUM

MUTUAL BENEFIT