

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:

Be Present Detalles specializes in creating personalized events and experiences, while Relax Relate & Release offers massage therapy services. By collaborating, they can create a unique 'Relaxation Retreat' package targeting busy professionals and veterans, combining both services for a holistic experience.

Value Proposition:

This collaboration could generate additional revenue streams for both businesses, as they can market a premium package priced at \$250 per person for a day retreat, attracting at least 20 clients per month, generating \$5,000 in new revenue.

Collaboration Example:

In a 'Relaxation Retreat' event, Be Present Detalles organizes a half-day getaway that includes a soothing massage session by Relax Relate & Release, followed by a guided meditation and healthy lunch. The event is marketed through both businesses' channels, and they share the revenue 60/40, with Be Present handling the logistics while Relax brings in their expertise in wellness.

Synergy Potential:

This partnership stands out because it merges the emotional and experiential elements of events with the physical wellness aspect, creating a comprehensive service that appeals to both target markets simultaneously, enhancing overall customer satisfaction.

Action Items:

1. Schedule a meeting to brainstorm specific details and logistics for the 'Relaxation Retreat'.
2. Develop a joint marketing strategy to promote the package through social media and email campaigns.
3. Create a shared booking system to streamline customer registrations and payments for the retreat.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release !' Be Present Detalles**Reasoning:**

While the primary target markets differ, both businesses cater to individuals seeking stress relief and enhanced well-being. Relax Relate & Release can refer clients who may benefit from Be Present's event planning services, especially for personal celebrations or corporate wellness events.

Value Proposition:

By establishing a referral program, Relax can offer its clients exclusive discounts on Be Present's services, potentially increasing Be Present's client base by 15-20 new clients monthly.

Collaboration Example:

For every client that visits Relax for massage therapy, they receive a referral card offering 10% off their first event organized by Be Present Detalles. In return, Be Present will provide Relax with promotional materials to display in their therapy rooms, promoting upcoming wellness events.

Synergy Potential:

This relationship is unique because it taps into the growing trend of wellness-focused living, allowing each business to enhance its service offerings and provide a more well-rounded experience to their clients.

Action Items:

1. Create branded referral cards for Relax to distribute to clients post-therapy.
2. Develop a tracking system to monitor referrals and resulting client conversions.
3. Host a joint event to showcase both services, attracting potential clients and building brand awareness.

Value: MEDIUM

MUTUAL BENEFIT