

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” Connections to the Na

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

Connections to the Nations Llc

Contact: Arlene Ortiz

Industry: Professional Services

Community Fair and Culture

COLLABORATION 1/2

85% conf

Complete Renewal LLC !” Connections to the Nations Llc

Reasoning:

Complete Renewal LLC's focus on health-conscious minority women aligns well with Connections to the Nations LLC's community fairs that attract diverse businesses and audiences. By collaborating on events, they can enhance visibility and engagement with their target markets.

Value Proposition:

By co-hosting wellness workshops at community fairs, Complete Renewal could see a potential revenue increase of 20% from product sales, while Connections to the Nations could enhance their event offerings, attracting more attendees and sponsors.

Collaboration Example:

Complete Renewal could set up a booth at an upcoming community fair organized by Connections to the Nations, where they offer free mini-facials using their plant-based skincare products. In exchange, Connections could promote Complete Renewal's On-the-Go Spa initiative, providing unique wellness experiences for attendees. This partnership could attract 200+ health-conscious women, directly translating to \$2,000 in product sales during the event.

Synergy Potential:

This partnership is unique because Complete Renewal's specialized wellness approach complements Connections to the Nations' community focus, creating a niche event that emphasizes health and cultural engagement, which neither could achieve alone.

Action Items:

1. Schedule a meeting to discuss the next community fair and how Complete Renewal can participate.
2. Draft a joint marketing plan to promote the event and the wellness services offered.
3. Set specific sales targets for the event to measure the success of the collaboration.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Connections to the Nations Llc !' Complete Renewal LLC

Reasoning:

Connections to the Nations LLC serves a variety of businesses in the community and could refer clients interested in health and wellness solutions to Complete Renewal. This creates a mutually beneficial referral system.

Value Proposition:

Connections could earn a commission for each referral that leads to a sale, while Complete Renewal gains access to a wider audience, potentially increasing their customer base by 15%.

Collaboration Example:

Connections to the Nations can distribute flyers featuring Complete Renewal's products during their community events, encouraging businesses to explore holistic wellness solutions for their employees. For every five successful referrals that lead to purchases, Complete Renewal provides a \$200 commission to Connections.

Synergy Potential:

This pairing stands out because Connections to the Nations can leverage its community network to promote Complete Renewal's niche products, creating a targeted marketing approach that benefits both businesses by enhancing their presence in the local market.

Action Items:

1. Create a referral agreement outlining commission structures and responsibilities.
2. Develop promotional materials highlighting Complete Renewal's offerings for distribution at events.
3. Monitor referral outcomes to assess the effectiveness of the partnership and adjust strategies accordingly.

Value: MEDIUM

MUTUAL BENEFIT