

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !" Relax Relate & Release

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Relax Relate & Release

Contact: Hazel Lee  
Industry: Health & Wellness  
Massage Therapy

### REFERRAL 1/2

75% conf

## Enriquez Aesthetics !" Relax Relate & Release

#### Reasoning:

Enriquez Aesthetics targets individuals with skin conditions who may also benefit from relaxation and stress relief offered by Relax Relate & Release. Both businesses can refer clients to each other, enhancing customer experience without competing directly.

#### Value Proposition:

Increased customer base through mutual referrals, potentially generating an additional 20% revenue for both businesses as clients seek comprehensive wellness solutions.

#### Collaboration Example:

Enriquez Aesthetics can provide Relax Relate & Release with promotional materials for their skincare services to display at the massage therapy center. In return, Relax Relate & Release can offer a discount on massages for clients referred by Enriquez Aesthetics, effectively combining facial treatments with relaxation services. This partnership can lead to an estimated \$2,000 in new revenue monthly from referrals.

#### Synergy Potential:

The combination of luxury skincare and therapeutic massage uniquely addresses the holistic wellness needs of clients, providing a one-stop solution that enhances customer satisfaction and loyalty.

**Action Items:**

1. Create a referral program with clear incentives for clients who book services at both locations.
2. Design and print co-branded brochures highlighting the benefits of combining facial treatments with massage therapy.
3. Schedule a joint promotional event where clients can experience mini-facials and chair massages to experience both services.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

Relax Relate & Release !' Enriquez Aesthetics

**Reasoning:**

Relax Relate & Release serves veterans, many of whom might also experience skin conditions related to stress or other factors. Referring these clients to Enriquez Aesthetics can enhance their overall wellness without direct competition.

**Value Proposition:**

Access to a new demographic of clients (veterans) who may benefit from skincare, potentially increasing client bookings at Enriquez Aesthetics by 15% through targeted marketing.

**Collaboration Example:**

Relax Relate & Release can provide complimentary massage therapy sessions to veterans who book a luxury facial at Enriquez Aesthetics. This not only incentivizes veterans to try the facial services but also creates an opportunity for both businesses to showcase their offerings. An estimated additional revenue of \$1,500 could be generated from these combined sessions monthly.

**Synergy Potential:**

This pairing uniquely capitalizes on the underserved veteran community, offering tailored wellness solutions that address both stress and skincare needs, creating a differentiated service experience.

**Action Items:**

1. Develop a targeted marketing campaign highlighting the benefits of skincare for veterans, featuring testimonials.
2. Host a 'Veterans Wellness Day' where veterans can receive discounted services from both businesses.
3. Establish a joint social media campaign to reach veterans and promote the new referral offerings.

Value: HIGH

MUTUAL BENEFIT