

BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers !” Compl

2 Relationships Identified

BUSINESS PROFILES

Celebrate & Smile International Steppers

Contact: Tiffany Barksdale

Industry: Arts & Creative

community/employee enhancement through art of dance

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.

COLLABORATION 1/2

85% conf

Celebrate & Smile International Steppers !” Complete Renewal LLC

Reasoning:

Celebrate & Smile International Steppers focuses on enhancing community and employee relations through dance, while Complete Renewal LLC offers holistic wellness education and skincare solutions. A partnership could leverage both businesses' strengths to create a unique wellness and arts event that attracts their shared target audiences.

Value Proposition:

By collaborating on a series of wellness workshops that include dance sessions and skincare education, both businesses could increase their customer bases, potentially generating an additional \$10,000 in revenue from event ticket sales and upselling products.

Collaboration Example:

Celebrate & Smile hosts a 'Wellness and Dance Retreat' at a local venue where participants enjoy a day of dance classes led by Tiffany, followed by holistic skincare workshops led by Nadege. Attendees pay \$100 each, with 50 attendees expected, generating \$5,000 for Celebrate & Smile and a platform for Complete Renewal to showcase products, leading to an estimated \$2,500 in skincare sales.

Synergy Potential:

This partnership uniquely combines the arts and wellness sectors, appealing to health-conscious individuals who value both physical fitness and self-care. The cultural and artistic aspects of the dance workshops enhance the transformative experience of Complete Renewal's wellness education.

Action Items:

1. Schedule a meeting between Tiffany and Nadege to brainstorm event details and logistics.
2. Create a joint marketing plan to promote the 'Wellness and Dance Retreat' through social media and email newsletters.
3. Develop a follow-up strategy for attendees, offering discounts on future classes and skincare products.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Complete Renewal LLC | Celebrate & Smile International Steppers

Reasoning:

Both businesses target health-conscious individuals, albeit in different areas. Complete Renewal can refer clients who seek a holistic lifestyle to Celebrate & Smile's dance classes, creating a referral system that fosters mutual growth.

Value Proposition:

By establishing a referral system, Complete Renewal can enhance its customer experience by offering additional wellness options, potentially increasing client retention by 20% and generating new leads for Celebrate & Smile.

Collaboration Example:

Complete Renewal offers a special promotion where every client who purchases a skincare product receives a free voucher for a dance class at Celebrate & Smile. In return, Celebrate & Smile provides a discount for Complete Renewal's clients, creating a win-win scenario that encourages cross-promotion and client engagement.

Synergy Potential:

The combination of skincare and dance promotes a comprehensive wellness lifestyle, attracting clients interested in both physical fitness and self-care. This cross-promotion aligns perfectly with the health-conscious focus of both businesses.

Action Items:

1. Design a referral voucher that can be included with Complete Renewal's product purchases.
2. Train staff at both businesses on the referral process and mutual benefits.
3. Launch a social media campaign highlighting the new referral offerings to maximize visibility.

Value: MEDIUM

MUTUAL BENEFIT