

BUSINESS RELATIONSHIP ANALYSIS

ALYS Always Love Yourself!" Jazzi's Creative

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson
Industry: Professional Services
Skincare Products to consumers and businesses

Jazzi's Creations

Contact: Jasmyne Irizarry
Industry: Events & Gifts
DIY Craft Studio & Personalized Gift Shop

COLLABORATION 1/2

85% conf

Jazzi's Creations! ALYS Always Love Yourself

Reasoning:

Jazzi's Creations can host crafting workshops that incorporate ALYS Always Love Yourself's skincare products, creating a unique experience for attendees. This collaboration can attract both businesses' target markets, leading to new customer acquisition.

Value Proposition:

By collaborating, Jazzi's can enhance their workshop offering and increase attendance by 20%, while ALYS can gain exposure to a new audience, potentially increasing sales by 15%.

Collaboration Example:

During the next month, Jazzi's Creations can organize a 'Self-Care Craft Night' where participants craft personalized skincare product labels for ALYS's products. Each participant pays \$50 for the workshop, and ALYS provides samples for attendees to take home. If 30 people attend, Jazzi earns \$1,500, while ALYS gains direct access to 30 potential new customers interested in skincare.

Synergy Potential:

This pairing is unique because it combines the creative aspect of crafting with self-care, appealing to a shared demographic of women looking for both relaxation and community. The collaboration strengthens both brands by integrating their services in a meaningful way.

Action Items:

1. Schedule a meeting between Jasmyne and Cenita to outline the workshop details.
2. Develop a marketing plan to promote the 'Self-Care Craft Night' through social media and local community boards.
3. Create a shared promotional package that includes a discount for participants who purchase ALYS products after the workshop.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

ALYS Always Love Yourself! Jazzi's Creations

Reasoning:

ALYS Always Love Yourself targets mature women, many of whom would be interested in DIY crafts and personalized gifts, especially for occasions like birthdays or anniversaries. Referring their clients to Jazzi's can enhance customer loyalty and provide additional value.

Value Proposition:

By referring customers to Jazzi's, ALYS can create a holistic self-care experience, potentially driving a 10% increase in product sales as customers seek gifts and experiences that complement their skincare purchases.

Collaboration Example:

ALYS can include a flyer in every product shipment promoting Jazzi's crafting workshops and personalized gift options. If 100 customers receive this flyer and 10% enroll in a workshop, Jazzi's could generate \$750 in additional revenue while ALYS strengthens its customer relationship.

Synergy Potential:

The unique synergy lies in combining skincare with personalized gifting, positioning both brands as essential components of a thoughtful, self-care routine targeted towards women who appreciate quality and creativity.

Action Items:

1. Design a promotional flyer that highlights Jazzi's offerings to include in ALYS product shipments.
2. Establish a referral tracking system to measure the effectiveness of the partnership.
3. Create a special promotional code for ALYS customers to use at Jazzi's for a discount.

Value: MEDIUM

MUTUAL BENEFIT