

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !" Soulfitness Studio Health a

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Soulfitness Studio Health and wellness center

Contact: janice curry
Industry: Health & Wellness
Health and wellness via health food fitness and wellness

REFERRAL 1/2

75% conf

Enriquez Aesthetics !" Soulfitness Studio Health and wellness center

Reasoning:

Enriquez Aesthetics and Soulfitness Studio target similar customer demographics focused on health and aesthetics. Clients who seek wellness and fitness from Soulfitness may also benefit from luxury skincare treatments offered by Enriquez Aesthetics, creating a natural referral pathway.

Value Proposition:

Increased customer base through cross-referrals could lead to a projected revenue increase of 15% for both businesses in the next quarter.

Collaboration Example:

Enriquez Aesthetics could provide a special offer for Soulfitness members, such as a 20% discount on facial treatments. In exchange, Soulfitness could promote Enriquez's services in their monthly newsletter and on social media. For instance, a Soulfitness member who signs up for a wellness package could receive a free skincare consultation at Enriquez Aesthetics, driving foot traffic and conversions for both businesses.

Synergy Potential:

The unique synergy lies in their mutual dedication to holistic health—while Soulfitness focuses on physical and mental wellness, Enriquez Aesthetics enhances clients' self-esteem through skincare, creating a well-rounded health experience.

Action Items:

1. Create a referral program that offers discounts for clients referred by each business.
2. Design co-branded promotional materials to share in both venues.
3. Schedule a meeting between Bianca Enriquez and Janice Curry to discuss collaboration logistics and marketing strategies.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' Enriquez Aesthetics

Reasoning:

Soulfitness Studio focuses on individuals looking to improve their health, which often includes those concerned about their skin due to fitness and diet changes. This creates an opportunity for Soulfitness to refer clients to Enriquez Aesthetics for skincare solutions.

Value Proposition:

Soulfitness can enhance its service offerings by providing clients with skincare solutions, potentially increasing client retention and satisfaction by 10% through integrated wellness services.

Collaboration Example:

Soulfitness could introduce a 'Wellness Month' where members receive a complimentary skincare consultation at Enriquez Aesthetics after their fitness assessment. For example, a client completing their health goals receives a skincare treatment voucher, promoting engagement and upselling services from both businesses.

Synergy Potential:

This pairing is unique because it merges fitness and skincare, addressing both internal and external wellness, which is increasingly sought after in holistic health trends.

Action Items:

1. Develop a co-marketing strategy for the 'Wellness Month' initiative.
2. Create a tracking system to monitor referrals and conversion rates.
3. Set up a feedback mechanism to gather client insights and improve collaboration.

Value: MEDIUM

MUTUAL BENEFIT