

BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release !” The P-Way Solution

2 Relationships Identified

BUSINESS PROFILES

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

The P-Way Solutions LLC

Contact: Pervis lowman

Industry: Real Estate

Commercial Janitorial Services

VENDOR 1/2

80% conf

The P-Way Solutions LLC !” Relax Relate & Release

Reasoning:

The P-Way Solutions LLC offers commercial janitorial services, which could be beneficial for Relax Relate & Release to maintain a clean and inviting environment for their massage therapy sessions. A clean space is crucial in the health and wellness industry, particularly for a service that involves personal care.

Value Proposition:

By contracting The P-Way Solutions for regular cleaning, Relax Relate & Release can enhance client satisfaction, potentially increasing client retention and attracting new clients through positive reviews.

Collaboration Example:

The P-Way Solutions could provide weekly cleaning services for Relax Relate & Release, ensuring that the massage therapy environment remains pristine. This weekly service could be priced at \$300/month, and if Relax Relate & Release refers clients to The P-Way for other commercial cleaning needs, they could receive a discount of 10% off their own service fee.

Synergy Potential:

This pairing is unique as The P-Way Solutions targets business contracts while Relax Relate & Release serves veterans, a demographic that values cleanliness and hygiene in therapeutic settings. Together, they can create a reliable service ecosystem.

Action Items:

1. Schedule a meeting between Pervis Lowman and Hazel Lee to discuss potential service agreements.
2. Develop a referral program that incentivizes Relax Relate & Release to send clients to The P-Way Solutions.
3. Draft a service contract outlining the specific cleaning services and pricing for Relax Relate & Release.

Value: MEDIUM

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release !' The P-Way Solutions LLC

Reasoning:

While Relax Relate & Release primarily focuses on serving veterans, they can refer clients who own small businesses or facilities needing commercial janitorial services to The P-Way Solutions. This alignment allows both businesses to serve their respective markets without competing.

Value Proposition:

Relax Relate & Release could earn a referral fee, while The P-Way Solutions gains access to a new client base among veterans who may own businesses needing janitorial services.

Collaboration Example:

Whenever a veteran client of Relax Relate & Release mentions they need office cleaning for their business, Hazel Lee can refer them directly to The P-Way Solutions. For each successful referral that results in a contract, The P-Way Solutions could pay Relax a \$50 referral fee, incentivizing more referrals.

Synergy Potential:

This referral relationship is unique because it leverages Relax's trusted reputation within the veteran community, allowing The P-Way Solutions to gain credibility and access a niche market they may not reach otherwise.

Action Items:

1. Create a referral agreement detailing the fee structure and conditions.
2. Prepare marketing materials for Relax Relate & Release to share with their clients about The P-Way Solutions.
3. Set up a tracking system for referrals to ensure proper compensation and follow-up.

Value: MEDIUM

MUTUAL BENEFIT