

# BUSINESS RELATIONSHIP ANALYSIS

Celebrate & Smile International Steppers!" Enriquez Aesthetics

2 Relationships Identified

## BUSINESS PROFILES

### Celebrate & Smile International Steppers

Contact: Tiffany Barksdale  
Industry: Arts & Creative  
community/employee enhancement through art of dance

### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

## COLLABORATION 1/2

75% conf

Enriquez Aesthetics' Celebrate & Smile International Steppers

### Reasoning:

Enriquez Aesthetics can offer exclusive skincare workshops for groups organized by Celebrate & Smile International Steppers. This collaboration can enhance the wellness and self-care aspect of the dance classes, appealing to their target audience.

### Value Proposition:

Both businesses can increase customer engagement and revenue by attracting wellness-focused individuals, potentially generating an additional \$2,000 from workshop fees per event.

### Collaboration Example:

Enriquez Aesthetics hosts a 'Glow and Dance' workshop where participants enjoy a luxury facial experience followed by a short dance class led by Celebrate & Smile. The event can accommodate 20 participants at \$100 each, generating \$2,000 for Enriquez and enhancing Celebrate & Smile's appeal as a holistic enhancement service. Both businesses can also promote the event through their respective channels, increasing visibility.

### Synergy Potential:

This partnership uniquely combines wellness and creativity, catering to clients' physical appearance and emotional health, providing a comprehensive approach to self-care that neither business could achieve alone.

### Action Items:

1. Schedule a meeting between Bianca Enriquez and Tiffany Barksdale to discuss event logistics and pricing.
2. Develop a marketing plan including social media promotions and email newsletters to target their combined audience.
3. Create a feedback loop post-event to gather insights for future workshops and collaborations.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

65% conf

Celebrate & Smile International Steppers! Enriquez Aesthetics

### Reasoning:

Celebrate & Smile can refer clients who are looking to improve their appearance or skin health, particularly those involved in dance or community events who may appreciate luxury facial services.

### Value Proposition:

By referring clients, Celebrate & Smile can receive a referral fee of 10% from any bookings made at Enriquez Aesthetics, which can add an estimated \$1,000 in revenue monthly if they refer 10 clients.

### Collaboration Example:

Celebrate & Smile includes a special mention of Enriquez Aesthetics in their next dance event flyer, offering attendees a discount on their first facial. Each attendee who books a facial due to the referral can earn Celebrate & Smile a \$50 referral fee, providing a tangible incentive for them to promote Enriquez's services.

### Synergy Potential:

The unique combination of art and aesthetics can create a culture of self-expression and confidence among their clientele, making their services more appealing to individuals who value both physical and personal enhancement.

### Action Items:

1. Create a referral agreement outlining the terms and fees for referrals.
2. Develop promotional materials for the dance events to include information about Enriquez Aesthetics.
3. Host a joint event where Celebrate & Smile can showcase dance performances while Enriquez Aesthetics offers mini facials.

Value: MEDIUM

MUTUAL BENEFIT