

# BUSINESS RELATIONSHIP ANALYSIS

## Relax Relate & Release!" The Collective O

2 Relationships Identified

### BUSINESS PROFILES

#### Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

#### The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

### COLLABORATION 1/2

85% conf

#### The Collective Om!" Relax Relate & Release

##### Reasoning:

Both businesses operate in the health and wellness sector, targeting different but complementary audiences. The Collective Om focuses on holistic health, which could enhance the massage therapy services offered by Relax Relate & Release, creating a more comprehensive wellness experience for clients.

##### Value Proposition:

By collaborating, both businesses could potentially increase their customer base by 20% as they could offer combined packages that appeal to clients interested in total wellness solutions.

##### Collaboration Example:

The Collective Om could host a 'Wellness Weekend' event at Relax Relate & Release, featuring workshops on holistic health, mindfulness practices, and offering discounted massage therapy sessions. Attendees could enjoy a full day of relaxation and self-care, with ticket sales generating revenue for both businesses while providing great exposure to potential new clients.

##### Synergy Potential:

This pairing is unique as it combines holistic health services with physical therapy, appealing to individuals seeking a well-rounded approach to wellness rather than just one-off treatments.

**Action Items:**

1. Schedule a meeting to brainstorm event ideas and logistics for the Wellness Weekend.
2. Develop a joint marketing strategy to promote the event across both businesses' customer bases.
3. Create package deals that include services from both businesses to encourage cross-promotion.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

75% conf

Relax Relate & Release !' The Collective Om

**Reasoning:**

While both businesses operate in the wellness sector, they cater to different markets. Relax Relate & Release targets veterans, who may also benefit from holistic health services, making referrals mutually beneficial without direct competition.

**Value Proposition:**

By establishing a referral program, both businesses could increase client acquisition by 15%, as veterans seeking massage therapy may also be interested in holistic health services offered by The Collective Om.

**Collaboration Example:**

Relax Relate & Release could provide a referral card for veterans to visit The Collective Om for their holistic health services. In turn, The Collective Om can offer a discount on first-time visits for clients referred by Relax, creating a win-win situation and enhancing community support for veterans.

**Synergy Potential:**

The collaboration emphasizes a community-oriented approach, where both businesses support veterans in their healing journey by providing diverse health options tailored to their unique experiences.

**Action Items:**

1. Create a referral card system for Relax to distribute during massage sessions.
2. Develop a tracking method to monitor referral success and client feedback.
3. Organize a joint workshop for veterans focused on stress relief techniques, integrating both services.

Value: MEDIUM

MUTUAL BENEFIT