

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Relax Relate & Release

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

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

Relax Relate & Release

Contact: Hazel Lee
Industry: Health & Wellness
Massage Therapy

COLLABORATION 1/2

80% conf

Jazzi's Creations!" Relax Relate & Release

Reasoning:

Jazzi's Creations specializes in crafting personalized gifts, which could be integrated into Relax Relate & Release's massage therapy services. For instance, they could create customized gift baskets that include massage gift certificates and DIY craft items. This would enhance the service offering for Relax's clients, while Jazzi gains exposure to a new customer base.

Value Proposition:

By collaborating on gift packages, Jazzi's Creations could see an additional revenue stream of \$1,000/month, while Relax Relate & Release could boost client retention and referrals.

Collaboration Example:

Jazzi's Creations and Relax Relate & Release launch a 'Wellness Gift Bundle' campaign. Each package includes a gift certificate for a massage and a DIY craft kit, priced at \$75. They promote this bundle through social media and local veterans' organizations, aiming to sell 20 bundles in the first month, generating \$1,500 in total revenue, split between the two businesses.

Synergy Potential:

This pairing is unique because Jazzi's Creations can offer tangible, creative products that complement the relaxation experience provided by Relax Relate & Release, enhancing customer satisfaction and engagement.

Action Items:

1. Schedule a meeting to discuss the potential bundle offerings and pricing structure.
2. Develop a marketing plan targeting local veterans' organizations and community groups.
3. Create a promotional campaign on social media highlighting the benefits of the Wellness Gift Bundle.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release! Jazzi's Creations

Reasoning:

Both businesses cater to wellness and personal development but target slightly different audiences. Relax Relate & Release can refer clients looking for team-building experiences or creative outlets to Jazzi's Creations, while Jazzi can suggest Relax's services to clients needing relaxation and stress relief.

Value Proposition:

Implementing a referral program could lead to an estimated 5 new clients per month for each business, with an average service value of \$100, translating to additional monthly revenue of \$500 for each.

Collaboration Example:

Relax Relate & Release introduces a referral card program where clients who book a massage receive a discount on Jazzi's Creations workshops. In return, Jazzi's clients receive a voucher for a discounted massage. This creates a continuous loop of referrals, with both businesses benefiting from cross-promotion.

Synergy Potential:

The unique synergy lies in the complementary nature of relaxation and creativity; clients seeking wellness can diversify their experience by exploring both services, enhancing their overall satisfaction.

Action Items:

1. Create a referral card design that includes discounts for both businesses.
2. Develop a tracking method to monitor referrals and outcomes.
3. Launch a joint social media campaign to announce the referral program.

Value: MEDIUM

MUTUAL BENEFIT