

BUSINESS RELATIONSHIP ANALYSIS

Enriquez Aesthetics !” Jamz Trainings

2 Relationships Identified

BUSINESS PROFILES

Enriquez Aesthetics

Contact: Bianca Enriquez
Industry: Professional Services
Luxury facial experiences

Jamz Trainings

Contact: James Robinson
Industry: Health & Wellness
Personal Training & Sports Massage Therapy

REFERRAL 1/2

75% conf

Enriquez Aesthetics !” Jamz Trainings

Reasoning:

Enriquez Aesthetics and Jamz Trainings target health-conscious individuals, albeit in slightly different niches. Clients seeking luxury facial experiences for skin conditions may also benefit from personal training and wellness services, creating an opportunity for referrals.

Value Proposition:

Increased client base for both businesses through mutual referrals, potentially leading to an additional 15% in monthly revenue.

Collaboration Example:

Bianca from Enriquez Aesthetics could refer her clients who express interest in fitness to James at Jamz Trainings, while James can recommend his clients to explore luxury skincare treatments. For instance, if a client mentions their goal to improve skin health while losing weight, James would direct them to Bianca, and vice versa for athletes with skin conditions.

Synergy Potential:

Both businesses focus on enhancing personal well-being, making their partnership particularly appealing to clients who prioritize a holistic approach to health and beauty.

Action Items:

1. Create a referral agreement detailing the compensation for each client referred.
2. Develop joint marketing materials that highlight both services for a cohesive brand message.
3. Schedule a networking event where both businesses can showcase their offerings to each other's client bases.

Value: MEDIUM

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Jamz Trainings !' Enriquez Aesthetics

Reasoning:

Jamz Trainings' target market overlaps with Enriquez Aesthetics', as middle-age recreational athletes often seek comprehensive wellness services, including skincare. A collaborative event can effectively attract both client bases.

Value Proposition:

Hosting a joint wellness workshop can generate immediate revenue and exposure for both businesses, potentially earning \$2,000 in event registration fees and product sales.

Collaboration Example:

James can organize a 'Wellness Day' featuring a fitness class followed by a skincare seminar hosted by Bianca. Participants would pay a fee to attend the 2-hour event, which includes a personal training session and a skincare demo. Both businesses would showcase their services, attracting new clients and enhancing brand visibility.

Synergy Potential:

This collaboration uniquely combines fitness and skincare, appealing directly to clients who are looking to enhance both their physical health and appearance, thus creating a more comprehensive wellness experience.

Action Items:

1. Plan the Wellness Day event, including date, location, and promotional strategies.
2. Design a shared registration platform to track attendees and manage payments.
3. Create a follow-up marketing campaign to convert event attendees into regular clients for both businesses.

Value: HIGH

MUTUAL BENEFIT