

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

COLLABORATION 1/2

85% conf

flow !' Soulfitness Studio Health and wellness center

Reasoning:

Flow's coaching services can enhance the holistic approach that Soulfitness Studio offers to its clients. By integrating coaching sessions focused on mental health and wellness, both businesses can provide a more comprehensive service to individuals looking to improve their overall health.

Value Proposition:

By collaborating, both businesses can attract new clients, potentially increasing revenue by 30% through bundled services and referral incentives.

Collaboration Example:

Flow could run a weekly workshop at Soulfitness Studio that combines fitness with coaching on mental wellness. For example, they could host a 'Mindful Movement' session where clients engage in light workouts followed by a guided group coaching discussion. Each session could draw 15-20 participants, with Flow charging \$25 per person, generating an additional \$500 per week while enhancing Soulfitness's service offerings.

Synergy Potential:

This partnership uniquely combines physical fitness with mental wellness, appealing to clients seeking a holistic approach to health, which is often overlooked in traditional health and wellness centers.

Action Items:

1. Schedule a meeting between Miguel and Janice to outline potential workshop topics and scheduling.
2. Create a joint marketing campaign promoting the new 'Mindful Movement' sessions.
3. Develop a referral program where clients of Flow receive discounts at Soulfitness Studio and vice versa.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center ! flow

Reasoning:

Soulfitness Studio's target market overlaps with Flow's potential clients, as individuals seeking health and wellness often require coaching to achieve their goals. Making referrals can help both businesses expand their client base.

Value Proposition:

By referring clients, both businesses can see an increase in service uptake by around 20%, boosting revenues without significant marketing costs.

Collaboration Example:

Soulfitness Studio can create a referral incentive where members receive a discount on their health programs for every new client they refer to Flow for coaching. For instance, if a Soulfitness client refers three new clients to Flow, they receive a free month of fitness classes, encouraging more referrals and increasing Flow's client roster by 10 clients in a month.

Synergy Potential:

This relationship capitalizes on the shared goal of improving client well-being, making referrals feel like a natural extension of the services offered by both businesses.

Action Items:

1. Develop a referral program framework to incentivize Soulfitness clients to engage with Flow.
2. Create promotional materials outlining the benefits of coaching for Soulfitness clients.
3. Set up a quarterly review to assess the effectiveness of the referral program and adjust as needed.

Value: MEDIUM

MUTUAL BENEFIT