

BUSINESS RELATIONSHIP ANALYSIS

Complete Renewal LLC !” flow

2 Relationships Identified

BUSINESS PROFILES

Complete Renewal LLC

Contact: Nadege Dolsaint

Industry: Health & Wellness

Complete Renewal provides meticulously handcrafted, plant-based skincare and haircare solutions alongside transformative holistic wellness education and community initiatives like the On-the-Go Spa, tailored for health-conscious minority women.

flow

Contact: Miguel Camargo

Industry: Professional Services

Coaching

REFERRAL 1/2

75% conf

flow !” Complete Renewal LLC

Reasoning:

Both businesses target health-conscious individuals, with Business B specifically catering to minority women who may benefit from holistic coaching services. Business A can refer clients looking for wellness solutions to Business B, while Business B can direct clients who need coaching for personal growth and wellness.

Value Proposition:

Increased client base for both businesses, potentially resulting in a 20% increase in referrals per month, translating to additional revenue of approximately \$2,000 for each business.

Collaboration Example:

Business A could create a referral program where they recommend clients dealing with stress or wellness issues to Business B for skincare and holistic education. In turn, Business B can provide a discount on services for clients referred by Business A, enhancing customer loyalty and driving sales. They could even create a joint workshop on self-care that includes a coaching session and skincare tutorial, attracting a larger audience.

Synergy Potential:

This partnership uniquely combines coaching with health and wellness, appealing to a demographic that values a holistic approach to self-improvement and beauty. The intersection of personal development and skincare creates a strong, integrated experience for clients.

Action Items:

1. Set up a referral program detailing incentives for both businesses.
2. Create joint marketing materials highlighting the benefits of the partnership.
3. Schedule an initial meeting to discuss the logistics of the referral process.

Value: HIGH

MUTUAL BENEFIT

COLLABORATION 2/2

80% conf

Complete Renewal LLC !' flow

Reasoning:

Both businesses can benefit from collaborating on events that blend coaching and wellness, addressing common concerns of their target markets. Business B's offerings can enhance the experiences provided by Business A's coaching sessions, while also appealing to their client base.

Value Proposition:

By hosting joint events, both businesses could increase their visibility and attract new clients, potentially doubling their customer engagement at each event, which could lead to a revenue increase of \$5,000 per event.

Collaboration Example:

Business A and Business B could co-host a 'Wellness Weekend Retreat,' offering a two-day holistic experience that includes motivational speaking, coaching sessions, and skincare workshops. Attendees could pay a fee for the retreat, splitting the revenue evenly, while also gaining valuable exposure for both brands through targeted marketing to their audiences.

Synergy Potential:

This collaboration stands out because it merges personal coaching with skincare education in a supportive, community-focused environment, creating a unique value proposition that neither business could achieve alone.

Action Items:

1. Draft a detailed plan for the 'Wellness Weekend Retreat,' including logistics, pricing, and marketing strategy.
2. Identify potential venues and dates for the event.
3. Develop a co-branded promotional campaign to attract attendees.

Value: HIGH

MUTUAL BENEFIT