

# BUSINESS RELATIONSHIP ANALYSIS

## ALYS Always Love Yourself!" Communicate Design

2 Relationships Identified

### BUSINESS PROFILES

#### ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

#### Communicate Design & Marketing

Contact: Kate Reeve

Industry: Marketing & Design

Websites, Branding, Marketing Strategy and more

### VENDOR 1/2

80% conf

Communicate Design & Marketing!' ALYS Always Love Yourself

#### Reasoning:

Communicate Design & Marketing can provide branding and marketing services to ALYS Always Love Yourself, enhancing their visibility among their target market of mature women. Conversely, ALYS can supply skincare products to Communicate for promotional events, which would enhance the branding efforts of both businesses.

#### Value Proposition:

By providing branding services, Communicate can help ALYS increase their customer base potentially by 20%, while ALYS can provide product samples to Communicate's clients, enhancing their service offerings.

#### Collaboration Example:

Communicate could create a marketing campaign for ALYS featuring a 'Spring Skincare Refresh' event. This would include designing promotional materials, setting up social media ads, and organizing a small in-store event where attendees can sample products. The campaign could generate \$10,000 in sales for ALYS and position Communicate as a key player in the beauty industry.

#### Synergy Potential:

The combination of design and marketing expertise from Communicate with the unique skincare products from ALYS creates a compelling offering that can tap into the growing demand for personalized beauty experiences for mature women.

**Action Items:**

1. Schedule a meeting between Kate Reeve and Cenita Williamson to discuss branding needs and product offerings.
2. Develop a joint marketing plan for an upcoming event or promotion, including specific deliverables and timelines.
3. Identify mutual connections in the local beauty industry to co-promote services and products.

Value: HIGH

MUTUAL BENEFIT

**REFERRAL 2/2**

70% conf

ALYS Always Love Yourself! Communicate Design & Marketing

**Reasoning:**

ALYS Always Love Yourself targets mature women who may also be interested in starting their own businesses, making them a potential source of referrals for Communicate's marketing services.

**Value Proposition:**

By referring clients to Communicate, ALYS can provide added value to their customers while earning a referral fee, potentially increasing ALYS's revenue by 15% through new partnerships.

**Collaboration Example:**

ALYS can include a referral card with their product shipments which offers a discount on Communicate's services for any customer looking to enhance their personal brand or start a business. This can lead to at least 10 new clients for Communicate in the first quarter, generating approximately \$5,000 in new business.

**Synergy Potential:**

The referral relationship leverages ALYS's existing client base of mature women, who are often looking to expand their personal brands, creating a natural bridge to Communicate's services.

**Action Items:**

1. Create referral cards that detail Communicate's services and the discount offer for ALYS customers.
2. Establish a tracking system to monitor referrals and their conversion rates.
3. Host a joint webinar addressing personal branding for mature women, featuring both businesses.

Value: MEDIUM

MUTUAL BENEFIT