

BUSINESS RELATIONSHIP ANALYSIS

Jazzi's Creations!" Soulfitness Studio Health and

2 Relationships Identified

BUSINESS PROFILES

Jazzi's Creations

Contact: Jasmyne Irizarry

Industry: Events & Gifts

DIY Craft Studio & Personalized Gift Shop

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

COLLABORATION 1/2

85% conf

Jazzi's Creations!" Soulfitness Studio Health and wellness center

Reasoning:

Jazzi's Creations can enhance Soulfitness Studio's wellness offerings by providing personalized craft workshops focused on health and wellness themes. This partnership can attract clients seeking both physical and mental well-being through creative expression.

Value Proposition:

Increased foot traffic and client engagement at Soulfitness Studio, leading to potential revenue growth of at least \$2,000 per workshop event while Jazzi's Creations gains exposure to a health-focused audience.

Collaboration Example:

Jazzi's Creations could organize a monthly 'Craft & Wellness Day' at Soulfitness Studio, where participants create wellness-themed crafts like personalized water bottles or yoga mats after a fitness class. For example, during the first event, 15 participants pay \$50 each, generating \$750 for Jazzi and bringing new clients to Soulfitness Studio, who can promote their health programs.

Synergy Potential:

The unique pairing of creative crafting with health and wellness creates a holistic approach to well-being, differentiating this collaboration from typical fitness or craft-only events.

Action Items:

1. Schedule an initial meeting to discuss the logistics of the Craft & Wellness Day events.
2. Develop a marketing plan to promote the events through social media and email newsletters.
3. Create a calendar of events for the next six months to ensure consistent engagement.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center! Jazzi's Creations

Reasoning:

Soulfitness Studio serves a health-conscious clientele that may be interested in personalized gifts for wellness events, such as yoga retreats or health workshops. Referring clients to Jazzi's Creations can enhance client experience without direct competition.

Value Proposition:

By referring clients for personalized gifts, Soulfitness can enhance its service offerings, potentially increasing customer satisfaction and retention, while Jazzi's Creations gains new customers from the fitness community.

Collaboration Example:

Soulfitness Studio could recommend Jazzi's Creations for clients looking for personalized gifts during their health workshops, where participants might want to gift unique items to friends or family. For every referral, Jazzi could offer a 10% discount to Soulfitness clients, resulting in a mutually beneficial relationship and additional sales for Jazzi.

Synergy Potential:

Soulfitness's focus on health and wellness aligns perfectly with Jazzi's offerings, allowing for a seamless integration of personalized gifts into the wellness journey of clients, creating a unique gifting experience.

Action Items:

1. Create a referral agreement outlining the discount structure for clients referred from Soulfitness.
2. Design promotional materials highlighting the partnership to display in both businesses.
3. Set up a tracking system to monitor referral outcomes and adjust marketing strategies as needed.

Value: MEDIUM

MUTUAL BENEFIT