

# BUSINESS RELATIONSHIP ANALYSIS

## Be Present Detalles!" Complete Renewal LLC

2 Relationships Identified

### BUSINESS PROFILES

#### Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

#### 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.

### REFERRAL 1/2

75% conf

## Be Present Detalles!" Complete Renewal LLC

#### Reasoning:

Both businesses target health-conscious individuals, but their approaches differ. Be Present Detalles focuses on creating memorable experiences, which can be ideal for Complete Renewal's clientele seeking unique wellness events. Referring clients between each other can enhance customer satisfaction and expand their respective customer bases.

#### Value Proposition:

Increased customer engagement for both businesses, potentially leading to a 20% increase in client interactions and referrals.

#### Collaboration Example:

Be Present Detalles could refer clients planning wellness retreats or holistic events to Complete Renewal, who can provide skincare products for attendees. For instance, if a corporate client books a wellness retreat through Be Present, they can include a skincare workshop by Complete Renewal, enhancing the overall experience and generating additional revenue for both businesses.

#### Synergy Potential:

The unique combination of event planning and holistic wellness education creates an enriched experience for clients that neither business could provide alone. This partnership taps into the growing trend of wellness-focused events, making it particularly relevant.

**Action Items:**

1. Set up a referral program where Be Present Detalles offers discounts for clients who book Complete Renewal's services.
2. Create co-branded marketing materials highlighting the benefits of wellness events that include skincare workshops.
3. Schedule a joint networking event to introduce both client bases and demonstrate the value of their services.

Value: MEDIUM

MUTUAL BENEFIT

**COLLABORATION 2/2**

80% conf

Complete Renewal LLC !' Be Present Detalles

**Reasoning:**

Both businesses can benefit from combining their services, particularly by hosting wellness-focused events. Complete Renewal can provide skincare education during Be Present Detalles' events, appealing to their mutual target market. This creates a unique offering that enhances the value proposition for both businesses.

**Value Proposition:**

Potential to attract new clients and increase revenue by up to 30% through combined event offerings and shared marketing efforts.

**Collaboration Example:**

They could collaborate on a 'Wellness Weekend' event where Be Present Detalles organizes the logistics, and Complete Renewal offers workshops on skincare and holistic health. For example, during a weekend retreat, attendees could participate in yoga sessions led by Be Present while also attending product demonstrations and skincare tips by Complete Renewal, creating a holistic experience that drives ticket sales and product purchases.

**Synergy Potential:**

This collaboration represents a unique intersection of event planning and wellness education, appealing to a demographic seeking both leisure and personal care. Their combined expertise creates a richer experience that neither could achieve alone.

**Action Items:**

1. Develop a joint event proposal outlining the structure, activities, and potential pricing for the 'Wellness Weekend'.
2. Coordinate a marketing strategy that leverages both businesses' social media and email lists to maximize reach.
3. Define roles and responsibilities for event execution to ensure a seamless experience for attendees.

Value: HIGH

MUTUAL BENEFIT