

BUSINESS RELATIONSHIP ANALYSIS

A L Y S A l w a y s L o v e Y o u r s e l f ! " B e P r e s e n t D e t a l l e s

2 Relationships Identified

BUSINESS PROFILES

ALYS Always Love Yourself

Contact: Cenita Williamson

Industry: Professional Services

Skincare Products to consumers and businesses

Be Present Detalles

Contact: De'Ana Aguas

Industry: Professional Services

Events and Experiences

REFERRAL 1/2

70% conf

Be Present Detalles! ALYS Always Love Yourself

Reasoning:

Both businesses target overlapping demographics, particularly busy professionals and mature women who might be interested in skincare products and event experiences. Be Present Detalles can refer clients looking for self-care options to ALYS, while ALYS can recommend Be Present Detalles for events.

Value Proposition:

By referring clients to each other, both businesses can expand their customer base and enhance their service offerings, potentially increasing sales by 20% through shared clientele.

Collaboration Example:

Be Present Detalles could create a special package for couples that includes a skincare consultation and products from ALYS, along with an event experience such as a romantic dinner or spa day. For every package sold, ALYS provides a discount on their products, and Be Present earns a commission, creating a win-win scenario.

Synergy Potential:

The unique synergy lies in their focus on enhancing personal well-being and self-care, making their referral partnership particularly appealing to clients looking for comprehensive lifestyle solutions.

Action Items:

1. Schedule a meeting between De'Ana Aguas and Cenita Williamson to discuss referral terms.

2. Create a joint marketing flyer highlighting the package deal for mutual clients.
3. Implement a referral tracking system to measure success and tweak the partnership accordingly.

Value: MEDIUM

MUTUAL BENEFIT

80% conf

COLLABORATION 2/2

ALYS Always Love Yourself! Be Present Detalles

Reasoning:

ALYS can leverage Be Present Detalles' expertise in creating memorable experiences by hosting skincare workshops or events that showcase their products, appealing to the target market of busy professionals and romantic couples.

Value Proposition:

Collaboratively hosting an event could draw in 50+ attendees, generating direct sales for ALYS and enhancing Be Present's portfolio of memorable experiences, potentially earning both businesses \$2,000 per event.

Collaboration Example:

ALYS could sponsor a 'Self-Care Evening' hosted by Be Present Detalles, where guests enjoy skincare demonstrations, receive samples, and can book personalized skincare consultations. The event could also include a raffle for a luxury skincare basket, which engages attendees and drives sales on-site.

Synergy Potential:

This collaboration uniquely combines the realms of beauty and experiential events, creating a holistic approach to self-care that neither business could achieve alone.

Action Items:

1. Develop an event proposal for the 'Self-Care Evening' detailing logistics, budget, and promotional strategy.
2. Identify a suitable venue and set a date for the event within the next month.
3. Create a joint social media campaign to promote the event, leveraging both businesses' audiences.

Value: HIGH

MUTUAL BENEFIT