

# BUSINESS RELATIONSHIP ANALYSIS

## Complete Renewal LLC !” Enriquez Aestheti

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.

#### Enriquez Aesthetics

Contact: Bianca Enriquez

Industry: Professional Services

Luxury facial experiences

### COLLABORATION 1/2

85% conf

#### Enriquez Aesthetics !” Complete Renewal LLC

##### Reasoning:

Both businesses cater to individuals seeking natural skincare solutions, particularly health-conscious minority women. By collaborating, they can leverage each other's strengths to provide comprehensive wellness experiences that enhance customer satisfaction and retention.

##### Value Proposition:

This collaboration can lead to an increase in customer base by 30%, generating an additional \$10,000 in revenue through joint promotions and bundled services.

##### Collaboration Example:

Enriquez Aesthetics can host a 'Wellness Weekend' event at Complete Renewal's location where they provide luxury facial experiences while Complete Renewal offers skincare education workshops. Attendees enjoy a unique combination of services, paying \$200 for a package that includes both a facial and a skincare workshop, with both businesses sharing the revenue.

##### Synergy Potential:

The unique synergy lies in their shared commitment to natural skincare and wellness, allowing them to create a holistic experience that neither business could provide alone, appealing to a specific niche market.

### Action Items:

1. Schedule a meeting between Bianca Enriquez and Nadege Dolsaint to discuss collaboration details and logistics.
2. Develop a marketing plan to promote the 'Wellness Weekend' event via both businesses' social media channels.
3. Create a feedback system post-event to assess customer satisfaction and gather testimonials for future marketing.

Value: HIGH

MUTUAL BENEFIT

## REFERRAL 2/2

70% conf

### Complete Renewal LLC !' Enriquez Aesthetics

#### Reasoning:

Complete Renewal's target market overlaps with that of Enriquez Aesthetics, as both serve health-conscious individuals seeking skincare solutions. Referring clients can increase customer trust and satisfaction for both businesses.

#### Value Proposition:

By establishing a referral program, Complete Renewal could generate an estimated \$5,000 in additional revenue for both businesses within the first quarter of implementation.

#### Collaboration Example:

Complete Renewal can introduce a referral program where for every client referred to Enriquez Aesthetics, they offer a discount on their skincare products. If a client from Complete Renewal receives a facial and mentions the referral, they receive 10% off their next purchase, while Enriquez Aesthetics gives Complete Renewal a 15% commission on the service fee.

#### Synergy Potential:

This partnership uniquely enhances customer loyalty and satisfaction, creating a community of health-conscious women who trust both brands for their wellness needs, which is especially valuable in the minority market segment.

### Action Items:

1. Create a referral agreement outlining commission structures and promotional materials.
2. Develop co-branded marketing materials to promote the referral program in-store and online.
3. Train staff at both businesses on how to communicate the referral program to customers effectively.

Value: MEDIUM

MUTUAL BENEFIT