

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics!" Jazzi's Creations

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Jazzi's Creations

Contact: Jasmyne Irizarry  
Industry: Events & Gifts  
DIY Craft Studio & Personalized Gift Shop

### COLLABORATION 1/2

80% conf

Jazzi's Creations!" Enriquez Aesthetics

#### Reasoning:

Jazzi's Creations can offer personalized gift packages that include vouchers for luxury facial experiences from Enriquez Aesthetics. This collaboration would not only give Jazzi's customers a unique gift option but also expose Enriquez Aesthetics to new clients looking for gift ideas.

#### Value Proposition:

Jazzi's Creations could increase sales by 20% during holiday seasons through these gift packages, while Enriquez Aesthetics could see a 15% increase in new customer bookings from the gift vouchers.

#### Collaboration Example:

For the upcoming holiday season, Jazzi's Creations creates a limited edition 'Self-Care Gift Package' that includes a handcrafted DIY kit and a voucher for a luxury facial at Enriquez Aesthetics. They promote this package on social media and through email campaigns, generating buzz. Jazzi earns \$500 from each package sold, while Enriquez gains 30 new clients who redeem their vouchers.

#### Synergy Potential:

This partnership uniquely combines the experiential and the luxury, appealing to customers who value both creativity and self-care, making it a compelling offering in the local market.

### Action Items:

1. Develop a creative self-care gift package featuring both Jazzi's DIY kits and Enriquez's facial vouchers.
2. Create a joint marketing plan including social media campaigns and email blasts to promote the package.
3. Set up a revenue-sharing agreement to incentivize both businesses for every package sold.

Value: HIGH

MUTUAL BENEFIT

### REFERRAL 2/2

70% conf

Enriquez Aesthetics / Jazzi's Creations

### Reasoning:

Enriquez Aesthetics caters to individuals who may appreciate personalized gifts for themselves or for gifting to others as part of self-care. Referring clients to Jazzi's Creations could enhance the customer experience while providing Jazzi with potential new business.

### Value Proposition:

Enriquez Aesthetics can offer its clients a 10% discount on Jazzi's products, while Jazzi can refer 15% of its customers back to Enriquez for skincare treatments, generating additional revenue streams for both.

### Collaboration Example:

Every new client at Enriquez Aesthetics receives a complimentary voucher for a DIY craft session at Jazzi's Creations. In return, Jazzi's clients receive a skincare consultation coupon for Enriquez's services, creating a seamless referral loop that drives new business to both.

### Synergy Potential:

This relationship taps into the self-care trend, where clients are looking for holistic experiences that combine beauty and creativity, making the referrals feel more genuine and appealing.

### Action Items:

1. Design a referral program with discount vouchers for both businesses.
2. Train staff at Enriquez Aesthetics to promote Jazzi's Creations as a gifting option during client consultations.
3. Create co-branded promotional materials that highlight the benefits of both businesses.

Value: MEDIUM

MUTUAL BENEFIT