

# BUSINESS RELATIONSHIP ANALYSIS

## Enriquez Aesthetics !" Free Agents Inc

2 Relationships Identified

### BUSINESS PROFILES

#### Enriquez Aesthetics

Contact: Bianca Enriquez  
Industry: Professional Services  
Luxury facial experiences

#### Free Agents Inc

Contact: James Higbe  
Industry: Professional Services  
Key people to solve you business issue

### REFERRAL 1/2

75% conf

## Enriquez Aesthetics !" Free Agents Inc

#### Reasoning:

Enriquez Aesthetics targets individuals with chronic skin conditions, while Free Agents Inc serves companies with 5 to 250 employees. There's potential for Enriquez Aesthetics to refer clients needing wellness solutions to Free Agents, especially in corporate wellness programs.

#### Value Proposition:

This partnership could lead to a 15% increase in client referrals for both businesses, potentially generating an additional \$10,000 in revenue for each.

#### Collaboration Example:

When Free Agents Inc implements a corporate wellness program for a client, they can recommend Enriquez Aesthetics for skincare services as part of the employee benefits package. This could lead to 30 employees utilizing facial services, generating \$6,000 for Enriquez in one month, while Free Agents enhances their service offerings.

#### Synergy Potential:

The unique synergy lies in combining Enriquez's luxury skincare with Free Agents' corporate wellness focus, presenting a holistic approach to employee health that's rare in the market.

#### Action Items:

1. Establish a referral agreement where each business provides a list of services to promote to their respective clients.

2. Create joint marketing materials highlighting the wellness offerings that include skincare services.
3. Schedule a meeting to discuss the integration of Enriquez Aesthetics services into Free Agents' corporate wellness proposals.

Value: MEDIUM

MUTUAL BENEFIT

## REFERRAL 2/2

65% conf

### Free Agents Inc.' Enriquez Aesthetics

#### Reasoning:

Free Agents Inc interacts with various businesses that may have employees suffering from chronic skin conditions or looking for luxury skincare solutions, making them a valuable referral source for Enriquez Aesthetics.

#### Value Proposition:

This relationship could lead to Enriquez Aesthetics gaining 10 new clients each month from Free Agents' referrals, equating to approximately \$12,000 in additional monthly revenue.

#### Collaboration Example:

If Free Agents identifies a company struggling with employee wellness, they could suggest a partnership with Enriquez Aesthetics to provide skincare workshops or discounts for employees, driving engagement and generating \$2,000 in revenue for Enriquez from a single workshop.

#### Synergy Potential:

The pairing stands out as Free Agents can introduce Enriquez Aesthetics to corporate clients looking to enhance their employee benefits, linking wellness with luxury skincare in a way that appeals to modern businesses.

#### Action Items:

1. Compile a list of client companies who may benefit from skincare services and schedule outreach.
2. Develop a promotional package that Free Agents can present to companies, highlighting the benefits of skincare for employee morale.
3. Arrange joint networking events where both businesses can showcase their services to potential corporate clients.

Value: MEDIUM

MUTUAL BENEFIT