

BUSINESS RELATIONSHIP ANALYSIS

Soulfitness Studio Health and wellness center !” T

2 Relationships Identified

BUSINESS PROFILES

Soulfitness Studio Health and wellness center

Contact: janice curry

Industry: Health & Wellness

Health and wellness via health food fitness and wellness

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

COLLABORATION 1/2

80% conf

The Collective Om !’ Soulfitness Studio Health and wellness center

Reasoning:

Both businesses focus on health and wellness, with The Collective Om offering holistic services and Soulfitness Studio providing fitness and wellness programs. By collaborating, they can create a comprehensive wellness package that addresses both mental and physical health.

Value Proposition:

By teaming up, they can attract a broader audience, potentially increasing client base by 25%, leading to increased revenue through combined service offerings.

Collaboration Example:

The Collective Om could offer a series of holistic workshops at Soulfitness Studio, such as 'Mindful Movement' sessions that incorporate yoga and meditation. For example, they could host a 4-week program where participants pay \$200 for one session per week, splitting the revenue, while Soulfitness gains new clients interested in holistic health.

Synergy Potential:

This partnership uniquely combines physical fitness and mental wellness, appealing to a demographic that seeks comprehensive health solutions, not just fitness or mental health in isolation.

Action Items:

1. Schedule a meeting to discuss potential workshop topics and formats.
2. Develop a joint marketing strategy to promote the series through both businesses' channels.
3. Create a pricing and revenue-sharing agreement for the workshops.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Soulfitness Studio Health and wellness center !' The Collective Om

Reasoning:

Both businesses target individuals seeking health and wellness services, but they offer different specialties. They can refer clients to each other without competing directly.

Value Proposition:

Referring clients can enhance customer satisfaction and retention, with potential to increase client acquisition by 15% for both businesses.

Collaboration Example:

Soulfitness Studio could refer clients who are focused on mental health or stress management to The Collective Om for their holistic services. For instance, if a client struggles with stress after a fitness class, instructors could provide a referral card for a discounted consultation with The Collective Om, allowing both businesses to grow their client base while providing comprehensive care.

Synergy Potential:

This pairing is unique because it allows each business to provide a holistic approach to health, ensuring clients receive a well-rounded experience without feeling overwhelmed by multiple service providers.

Action Items:

1. Create a referral card or program that incentivizes both businesses to refer clients.
2. Host a joint event to introduce clients to both services and the referral program.
3. Establish a tracking system to monitor referral success rates and client feedback.

Value: MEDIUM

MUTUAL BENEFIT