

BUSINESS RELATIONSHIP ANALYSIS

Relax Relate & Release !” The Collective O

2 Relationships Identified

BUSINESS PROFILES

Relax Relate & Release

Contact: Hazel Lee

Industry: Health & Wellness

Massage Therapy

The Collective Om

Contact: Ashlyn Schwartz

Industry: Health & Wellness

Holistic health services for individuals and small teams

REFERRAL 1/2

80% conf

The Collective Om !” Relax Relate & Release

Reasoning:

Both businesses operate in the health and wellness industry, targeting individuals seeking self-improvement, which overlaps with veterans looking for holistic wellness. The Collective Om can refer clients who may benefit from massage therapy to Relax Relate & Release, enhancing the wellness experience for both client bases.

Value Proposition:

Increased client referrals could lead to an estimated 20% rise in new clients for both businesses, which translates to an additional \$10,000 in revenue over six months.

Collaboration Example:

The Collective Om could provide a complimentary wellness workshop for veterans, where they highlight the benefits of massage therapy. At the end of the workshop, attendees receive discount vouchers for Relax Relate & Release, encouraging immediate bookings. In the first month alone, this could generate at least 30 new clients for Hazel's business.

Synergy Potential:

This partnership uniquely combines holistic health services with targeted massage therapy for veterans, addressing a specific demographic in Jacksonville that is often underserved, creating a strong community impact.

Action Items:

1. Schedule a meeting between Ashlyn and Hazel to discuss referral processes.
2. Create a joint marketing flyer that highlights both services and offers discounts.
3. Plan the first wellness workshop targeting veterans within the next month.

Value: HIGH

MUTUAL BENEFIT

REFERRAL 2/2

70% conf

Relax Relate & Release !' The Collective Om

Reasoning:

Relax Relate & Release serves veterans who may also benefit from holistic health services, which The Collective Om specializes in. Hazel can refer her clients to Ashlyn for comprehensive wellness solutions.

Value Proposition:

By referring clients to The Collective Om, Relax Relate & Release can enhance their service offerings, potentially increasing client loyalty and retention, leading to an estimated \$5,000 in additional revenue for Hazel's business over six months.

Collaboration Example:

Hazel could conduct an initial wellness assessment during massage sessions and provide clients with a handout about The Collective Om's services. For every three clients who book with Ashlyn, Relax Relate & Release could receive a \$100 credit towards their own services, fostering a symbiotic relationship that improves client satisfaction.

Synergy Potential:

This pairing is unique because it not only addresses physical wellness through massage but also supports mental and emotional health for veterans, creating a holistic care approach that is rare in Jacksonville.

Action Items:

1. Develop a referral script for Hazel to use during massage appointments.
2. Design a handout that details The Collective Om's offerings specifically for veterans.
3. Host a meet-and-greet event for both client bases to learn about each other's services.

Value: MEDIUM

MUTUAL BENEFIT