

# Gifts Baskets Home Business

You Now Own Master Resale Rights To This Product, Which Means You Can Resell and Keep 100% Profit!



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## **Starting a Gift Basket Home Business**

The talk around the home business water cooler is that the gift basket industry is THE booming home business and will gross more than \$3 billion in sales as more independent business-minded individuals discover this fun and in-demand business. There are many markets for these gift baskets. Corporate America joins the personal sales craze and spurs on the projected sales estimate.

Many moms, teachers, and home decor buffs have long understood the allure of gift basket giving as a terrific way to present a recipient with many gifts in one container that is decorated and usually based on a theme. Now, corporate America is getting into the rush of basket giving euphoria because it satisfies the need to say thanks for the business, or thanks for the quality work, or you are very appreciated in our company.

All of these reasons create the demand that is such an essential part of home business success. Now, how do you capitalize on the demand for a product? You do that by understanding the markets you will be serving. Discover the why the customer will buy and meet it with

attractive, affordable gift baskets. A gift baskets home business is the answer to meeting the demands of these two markets.

## **Business Plan**

As with any start-up business you need to construct a business plan. Who are your customers, what are your products, how will you finance your gift baskets home business? Here are some topics to think about when designing your gift baskets home business:

## **Types of gift baskets**

What gift basket categories will you offer? Some suggestions are:

- 1 Baby Shower
- 2 Bath and Body
- 3 Customized Baskets
- 4 Fathers Day
- 5 Gourmet Food
- 6 Mothers Day
- 7 Romantic Date/Get away
- 8 Wedding Shower

## **Inventory**

Decide how you will handle inventory issues, supply issues, and how you will market your gift baskets home business? Will you sell to local customers only or will you have a Website to market to a global customer base?

As in any business being able to bounce ideas off the heads of others in the business is good and can help you to avoid common, costly mistakes. You will be wise to network with local businesses in your area to help spread the word about your gift baskets home business and to gain good will in your community which will help with obtaining suppliers and customers.

Paying attention to the needs of your customers, satisfying those needs, planning your business right from the start and networking are all ways to assure you will be a success in the gift baskets home business.

### **Creating A Gift Basket**

Creating a gift basket can be a very satisfying task. You have an outlet for meeting a need for various individuals. A gift basket can be created for a mom-to-be, a bride-to-be, or a recently retired teacher.

There are many occasions that warrant a gift basket purchase. Someone needs to attend a baby shower; someone else wants to give a memorable baby's first birthday gift.

Your mom deserves a beautiful reminder of how loved she is or your best friend needs a welcome to the neighborhood basket of goodies. Any of these events are reasons for creating a gift basket. Baskets are sturdy, reusable, and can hold many items.

Your gift is not just one, but many reasons to be remembered for your thoughtfulness. Creating a gift basket not only answers a need, but also gives the giver a chance to use their imagination to create a lasting impression on the recipient.

## **Steps to creating a gift basket**

1. Get your creative juices flowing by writing down everything you know about the person who is to receive the gift basket.
2. Choose a theme for your basket.
3. Decide if the items in the basket will be functional, silly, romantic, or personal.
4. Focus on the needs of the person you are creating the gift basket for.
5. Presentation is everything. Appeal to the eye, the sense of smell and the emotions.
6. Leave your personal mark on the gift basket.
7. Choose a basket style that fits the occasion (color, size, material).

## **Supplies**

You will need some supplies while creating a gift basket they are:

The basket

Shredded paper filling

Ribbon

Stickers

## **Putting it all together**

Now comes the fun part - putting it all together.

Wrap each of the items in gift wrap that fits the gift giving event.

Shred some paper to use as filling or use what you bought (sold in craft stores) and put on the bottom of the basket.

Place the wrapped gifts so that they are arranged nicely (some vertical, some horizontal).

Push the shredded paper in between the gifts.

Put the basket on the middle of a sheet of cellophane gift wrap (clear or colored). Make sure you have a piece big enough to cover the entire basket. You may need two sheets if you have a large basket.

Bring all the sides of the cellophane up over the basket and tie with a long colorful ribbon.

Take your special greeting card onto the cellophane at the top or attach to the ends of the ribbon.

In the next few pages we're going to cover some of the types of gift baskets you can create and sell a little more in depth.

## **Baby Gift Baskets**

It is really fun to create and receive baby gift baskets. It is extremely

satisfying to own a gift baskets home business and make baby gift baskets for your customers. Everyone loves babies and finding small gifts to give on any baby occasion such as baby showers, baby first birthday, or a new baby welcome basket are all fun events to share with others. Sometimes the occasion will have a theme to it, like with a baby shower and sometimes we know the sex of the child and can design the baby gift baskets around the sex.

You can get really creative with a baby gift basket. The basket itself can be a useful item. It can be a place to hold diaper supplies, or it can be a gift in of itself as in a stroller (in place of the basket) that you fill with gifts (the seats and the stroller basket). You can use a baby bathtub and fill it with bath time supplies.

### **What to fill the basket with**

There are many ideas for what gifts to choose to fill the basket with that include:

Diapers, bath items, diaper care items, outfits, homecoming, blankets, bibs, feeding needs, and soothing needs like pacifiers and lullaby music. You can also fill the baby gift basket with items for the mom like nursing items, pampering gift certificates to have her nails painted or to a spa, soft slippers or a coupon for free baby sitting service.

### **Other gift ideas are**

Changing pads for the changing table, baby quilts, a diaper stacker,

crib mobiles, a baby memory book, socks and sleepers, rattles and other soft toys, and also nursery decorations that will appeal to the sight or sound needs of the new baby.

There are everyday needs that can be turned into gifts like spoons, baby wipes, ointments, lotions, washcloths and hooded towels, baby cloth books, bath toys, and a diaper bag. Don't forget plenty of receiving blankets, and lots of either cloth or disposable diapers depending on mom's preference.

Themed baby gift baskets are really fun to make up and require that you ask what the theme will be in advance and let the organizer of the event know that you will be using the theme in your gift selection (just in case they think about changing the theme).

The theme can be used not only in selecting the gifts to place in the basket, but in choosing the basket as well. Baskets can come in all sizes, shapes and colors. Keeping the theme in mind when selecting your basket and gifts will result in a more uniform finished product.

When making a baby gift basket for a baby shower or new baby make sure you check with gift registries for ideas.

### **Food Gift Baskets**

Holidays and food gift baskets just go together. They are a favorite holiday gift to receive and to give. Food is given as nourishment, as comfort, and to heal. Food brings a smile and can warm you up. Food gift baskets are crowd pleasers at family functions and corporate events. They brighten up a shower and turn any party into a real celebration.

The gift baskets home business attracts many entrepreneurs because it is versatile, flexible and a very satisfying product to create. Suppliers are plentiful and can be obtained locally. You really do not have to sell the customer on the appeal of food for any of their gift giving needs.

### **Food Basket Ideas**

Food gift baskets can contain any variety of food, beverage, dessert, fruit, candy, even seafood.

To give value to your customer make sure that your creations contain more food than filler, are packed neatly and securely so they arrive intact and in perfect condition. All basket creations, especially food ones, should have the option to customize them at no additional charge. It is a wise business decision to give more value to the customer than they are expecting. This will keep them coming back.

When making deliveries of food gift baskets it is wise to check for contents that may spoil or melt in warm weather. Cold packs should be used that are designed for shipping or food selection can be modified for warm weather.

When designing a food gift basket around a theme or hobby it may be necessary, even beneficial to include non-food items, sparingly. Examples would be: pacifiers, diapers, stuffed toys for a baby shower food gift basket or breath mints, music CD, flowers for a romantic food gift basket.

Let your theme or hobby selection be your guide for what would be an appropriate item to be included. It would also be prudent to know how well the customer knows the intended recipient and what the gift-giving occasion is. Customized food gift baskets can be fun to design and prepare. Use filler wisely and position the non-food items so that the food takes center stage and the non-food items are used to adorn the basket.

There should always be more food product than filler in the basket and don't forget ribbons, bows and cellophane. Another basket pleaser is to include one of the following: a candle, small toy, wine glasses when wine is included, and personal grooming products when appropriate.

### **Gourmet Gift Baskets**

When a item is described as being "gourmet" it is done so because it represents a item chosen by a person who has discriminating taste in food or wine and anticipates great enjoyment when the item is consumed or used. Some associate the word with excessive refinement or luxury to the extreme. It conjures up pictures of pure enjoyment and immense satisfaction.

To be a gourmet gift basket it must contain items of the highest quality that have been perfectly prepared and presented with a great sense of style and artistic flair.

The gift baskets home business customer sometimes overlooks gourmet gift baskets. It is sometimes helpful to steer your customer towards the gourmet gift basket when they are trying to decide on a gift and they could benefit from an assortment of different items.

## **Gourmet Basket Ideas**

Some ideas you could suggest are: baskets with the following combinations:

**Assorted Chocolates and Fruits**

**Gourmet Coffees and nuts**

**Gourmet Food and Wine**

Food and beverages are not the only ingredients that can be placed in a gourmet gift basket you can suggest to your customer to include a good book, small personal items, toys or flowers. Cookies and candles are also good additions.

If you are making a get well gourmet gift basket you may suggest that they order some comfort foods such as cheeses, crackers, meat and nuts. These also make great office party baskets or family event baskets.

The receiver and the giver appreciate the gourmet gift basket for its uniqueness and for the wonderful items contained in them. Baskets can be useful after the contents are enjoyed. So it's the gift that keeps on giving, even after the last morsel of food has been consumed, especially if the basket is durable.

There are several types of gourmet gift baskets, any one of them will sure to please the customer with the discriminating taste.

## **Types of Gourmet Gift Baskets**

The Gourmet Coffee Gift Basket - filled with an assortment of gourmet coffees or coffee bean roasts, and usually a mix of nuts, fruit or cookies/biscuits.

Gourmet cookies come in bars, brownies, cakes and can be arranged in tins, towers, boxes or special baskets.

Gourmet assortments can include anything from meats, to cheeses, wines, cookies and chocolates. They can also include non-food items to complete any theme or occasion.

What ever your customer chooses to include in the gourmet gift basket you can be sure that the expectations will be for high quality, extreme good taste and superb value. It is the responsibility of the gift baskets home business owner to provide for these gourmet expectations.

## **Unique Gift Baskets for the Home Business**

One of the special attributes of running a gift basket business is that you can use your creativity to design some really unique gift baskets for your personal and corporate clients. Many of these are themed baskets that are special and require some attention to detail.

### **Unique Gift Baskets Ideas**

There are many occasions where business clients may request something unique they are:

- 1 Conventions
- 2 Bon Voyage

- 3 Get Wells
- 4 Holiday
- 5 Retirements
- 6 Special Corporate Events

These events require a customized gift basket that demands quality, unique selection and attention to detail.

Your personal, individual customers will have many occasions where they may need unique gift baskets such as:

- 1 Shower baskets Baby gift baskets
- 2 Mother's Day and Father's Day Gift Baskets
- 3 Food, Gourmet or Fruit Baskets
- 4 Men gifts or Women gifts
- 5 Gifts for teens or for kids especially birthdays
- 6 Housewarming or Welcome to the Neighborhood, Regional (state) gifts and Sport team gifts for that big game, Sympathy Gift baskets and also Wedding and Anniversary.

Unique gift baskets are just one way for your clients to send a gift that will be personalized and give a lasting impression to commemorate a very special event, day or memory. A unique gift says, "I really gave this a lot of thought and cared to make my gift to you special and unique to you and to this occasion."

You can make your gift baskets home business unique not only by the style of your baskets and what goes in them but by a unique shape to the basket or function that the basket has after the gifts are removed.

You can also set your gift baskets home business above your competitors by offering home delivery, more payment options, or a complimentary service like perhaps a stationary service where you handle party invitations.

What makes your home business unique will set you apart from not only other gift giving businesses but also local businesses in general. This could be your friendly customer service, your prompt personal phone response, or your low prices for quality gifts.

You may have a marketing plan that is unique like a gift basket strapped to the top of your delivery vehicles, or a phone number that spells out gift baskets. You may have brochures shaped designed like gift baskets, or a business card that looks like one.

What goes into your baskets can also be unique in how they are wrapped, or in the style of presentation, the lining of the basket, the basket itself or in how it is delivered to the customer.

You can make your creations unique by adding a bonus to every basket that is not expected but will be appreciated and compliment the basket selected by your customer.

## **Holiday Gift Baskets**

Every year personal and corporate customers scramble to think of gifts to give to clients and family members that will fit budgets and please at the same time.

Social protocol for most corporate entities is to network with other business associates and exchange gifts at holiday times. One gift of value and practicality is the holiday gift basket. As a gift baskets home business owner you can provide customers with a wide selection of holiday gift baskets that feature food, candy, cookies, wine, gourmet selections, non-food items and personalized gifts.

There are many holidays throughout the year that lend themselves to the opportunity to give gifts they are:

### **Holiday Gift Baskets ideas**

- 1 Christmas
- 2 Easter
- 3 Father's Day
- 4 Mother's Day
- 5 Valentine's Day
- 6 Standard holiday gift baskets.

### **Gift Baskets Themes**

Holiday gift baskets lend themselves to several great themes that include: baby, chocolate, coffee, cookie, kids, men, women, those who garden, those who golf, those who love gourmet foods, the graduate, those who celebrate good health, patriotic holidays, romantic, and also spa baskets.

There is a wide assortment of food items that can be placed in holiday gift baskets including: meats, cheeses, hard candies, soft candies, gourmet coffees, Belgium chocolates, cheesecakes, cookies, and snack items.

## **Corporate Gift Baskets**

Corporate gift baskets for holiday giving offer many different themes from fruit to chocolate, to the executive wine baskets. Corporate baskets can be quite elaborate with a high price tag or they can be reasonably priced.

Corporate holiday baskets are given to employees in appreciation, to business clients to thank them for their business or their partnership and to special employees for outstanding achievement and also executives for the dedication they provide the firms.

Corporate holiday gift baskets may contain personalized items as well as snacks, candy, coffee and teas, wine, crackers, snacks, cookies, gourmet foods, and personalized gifts.

Personalized individual holiday gift baskets are perfect for that hard to buy for relative, the holiday gift exchange or the family gift to someone special. A holiday gift basket is the perfect way to show your appreciation for anyone during the holidays and can contain many wonderful selections including: continental gourmet basket, an all occasion picnic basket when food makes a statement and commands center stage.

Customized holiday gifts are perfect for those holiday or special occasion when you want to give your very best for baby, birthdays, sending sympathy or asking someone to get well, for wedding celebrations or as a housewarming celebration.

## **Spa Gift Baskets**

One really terrific offering for your customers is a spa gift basket. What better way for your customers to show they care for someone than to give them a spa gift basket. Spa gift baskets are great for get-away's, vacations, the workaholic, as a special thank you or as a mother's day gift. As a gift baskets home business it is important to keep the cost down for your customer and still provide a quality product. Here are some spa gift basket suggestions:

### **Popular Items for Spa Gift Baskets**

Popular items include scented candles and bath salts, bath fizzies, bath oil, bath sponge or brush. Don't forget to pamper feet by providing foot products like scrubs for heels and feet moisturizer. Body sprays are a wonderful way to keep the same scent as you had in the bath products linger longer on the skin (make sure you select the same scent for all products).

A spa gift basket can be really relaxing when it contains loofahs, glycerin soaps, floating candles, and body lotions. Don't forget items for after the bath/spa like a favorite hot beverage (tea or coffee) in a tantalizing flavor just perfect for soothing nerves and calming after a long day.

Include items that will indulge the senses and calm the frazzled beast. Include pumice stone and nail brush for convenience. To massage away tense muscles a wooden massager is a perfect additional gift. Sometimes the gifts can be arranged in a colorful straw hat, purse or beach bag to add flair to the gift basket.

The gift basket home business owner succeeds by meeting the needs of the customer and thinking ahead to anticipate additional needs. Adding to a spa gift basket with accessories will extend the enjoyment. Adding value to the gift basket is one way to insure that your customer gives you repeating business.

The spa gift basket can contain more personal gift items than would be appropriate for most corporate gift giving. Spa gift baskets do make wonderful mother's day gifts, a gift for a new bride, or a valentine gift. An added surprise might include a pedicure gift certificate.

Decorate the spa gift basket in soft pastel colors with flowing ribbons and a gift card with a chocolate mint tucked in the envelope for a nice touch. Doing the little extras for your customer will add value. Value is what gives you the kind of reputation that gets talked about and your name will be passed around. Word of mouth is free advertising and worth it's weight in gold.

## **Custom Gift Baskets for Your Personal or Corporate Clients**

Custom gift baskets are those that your customer designs so that it is special and unique for their needs. They make the choices and you make the gift basket. A gift baskets home business is a fun way for you to have an artistic outlet for your need to design meaningful products that your customers will appreciate and you will be able to generate income commiserate to your talent and marketing skills.

### **Custom Gift Baskets Ingredients**

Custom gift baskets vary in ingredients but may contain gourmet food items, pre-packaged items, candy, coffee or hot chocolate envelopes, cheeses or fruit, chocolates (except in warm weather), flowers, wine or beer, clothing, custom or personalized items, certificates, sporting accessories, toys or personal care items.

A gift baskets home business that offered custom gift basket creations would have to be able to show their customers examples of what their basket choices so that selection will be possible.

One way to showcase custom selections would be to have a portfolio of past creations that you have done for other customers to show prospective customers. You would solicit permission to photograph the creations and perhaps also secure a testimonial from your satisfied customers.

Another idea would be to make up example baskets from your own ideas and then photograph them. You could also type up a list of possible basket items to include. You would create this list using local supplier inventories so that you could be assured of having the items when ordered.

Custom gift baskets are created with the recipient in mind so that each item in it is personalized to the needs or taste of the intended receiver. These choices can involve color scheme, shape, size and color of the basket even the make-up of the basket. The basket might not even be a basket, but a container or large item like a baby stroller for a baby shower or ice bucket for a wedding gift basket. Custom gift baskets are

as unique as the person or event being celebrated.

Custom gift baskets are also unique in price structure as they cannot be priced ahead of time, but are priced according to the items inside of them and based on the basket itself. Any time there is a product that is customized, the customer and the receiver of the gift basket will feel special. Remember that the customer may need assistance when putting together the custom gift basket creation so be ready with suggestions.

## **Wine Gift Baskets for Your Home Business**

With a Wine Gift Baskets Home Business you have the best of two worlds the wine business and the gift basket business. Wine is elegant and perfect for intimate gifts, corporate gifts and celebratory gift giving.

Gift baskets are the creative and thoughtful way to show you care about the special event or person receiving the gift basket. Your clients will enjoy a good selection of wines and complimentary gift items or foods. Combining the wines with the idea of a gift basket gives you the business edge because you can cover all the wine giving occasions with the many opportunities of gift basket intrigue and elegance to cover a broader range of both personal customers and business clients.

There may be those who are experts at wine tasting, wine growing or bottling that would find incorporating their experiences with wine into a lucrative gift basket business to be a novel and worthwhile endeavor.

## **Potential Wine Baskets Ideas**

Here are some potential client and or events for wine gift baskets:

- \* A couple celebrating their wedding anniversary - the basket may contain an assortment of wines that were available the year they were married
- \* Someone who is beginning a wine career
- \* Corporate Anniversaries or celebrations of achievement
- \* Honeymoon
- \* Vacation
- \* Retirement
- \* Business Relocation
- \* Military achievement or advancement

Wine gift baskets come in different shapes, sizes and price ranges. The more vintage the included wine, the more expensive the basket price tag will be.

Wine selection is varied and can be tailored to the occasion being celebrated or the type of basket being prepared (gourmet food for example).

A wine gift basket may also be themed around a particular country and the wine selections should be those that are popular in that country (California, U.S.A or from France, Italy, or Spain).

Corporate clients especially around holiday gift giving times are looking to order wine gift baskets. The gift baskets home business is a thriving business when the smart entrepreneur targets this very lucrative

market.

Sending out a letter with your company business card and Website if available several months in advance will give busy executives the time they need to outsource their gift giving chores into your capable hands. If you are marketing locally you may consider stopping by each business with a small sampler basket for the business owner along with your business card of course.

## **How to Sell Gift Baskets**

You have decided to start a gift baskets home business and now must decide how to sell gift baskets. One of the first thoughts you have concerns whom your customers are and how to reach them.

### **Potential Gift Baskets Customer**

The two possible local customer bases are: individuals and local businesses. You recall the adorable basket given, as a shower gift to your best friend when she was expecting her first baby and the guests just could not stop talking about it. The lady who brought the gift could not stop beaming with pride as she explained that she had purchased the basket at a craft fair.

Gift baskets home business does fall into the category of crafts and will do well being sold at craft shows especially during the winter holiday selling season.

There are other ways to sell your creations. There are basic ways to sell gift baskets that are common to other home businesses like distributing business cards, designing brochures to pass around or mail, putting out flyers at functions.

Another excellent idea is to donate several baskets to your neighborhood "Welcome Wagon" organization that greets new residents with goodies from local businesses. These goodies include a notebook, or calendar that has coupons from local businesses to entice the new resident to sample their wares.

Realtors could be contacted, as a contract agreed to that will benefit both the realtor and you. You would provide a welcome to the neighborhood basket with all the essential items they will need and perhaps won't find until they unpack their mountain of boxes from the move. Essentials like scissors, tape, toothbrushes and toothpaste, soap, dish liquid, hairbrushes and combs, toilet paper, towels and disposable shavers. Packages of snack foods will sustain the newcomers while they regain their strength to unpack the kitchen boxes.

### **Widening Your Customer Base**

You can widen your customer base by selling online through a blog and a Website. You can join a gift selling company that provides the products and Website or you can create your own gift baskets and either design your own Website or have one built for you by a professional.

Your blog can advertise your gift baskets home business by offering informative articles to the new mom, the newly engaged bride to be or the business owner who is looking for ideas for rewarding his top sales person.

Now you know that you can sell gift baskets using the craft show circuit, traditional word of mouth and business marketing tools like business cards, flyers, and brochures, as well as online tools like a blog and Website.

## **Gift Baskets Supplies Vendors**

Here are some online places you can purchase supplies:

<http://www.giftbasketsupplies.com/>

<http://www.macpaper.com/>

<http://www.bluebonnetvillage.com/basket1.htm>

<http://www.americabasket.com>

<http://www.creativegiftpackaging.com/>

<http://www.traveltins.com>

<http://www.pastashoppe.com/>

<http://www.giftbasketwholesalesupply.com/>

Here's a link for a directory and resources of gift basket supplies vendors

<http://www.nsgaonline.com/>