

## **Gift Baskets and Merchandising**

Holidays: New Years, Valentine's Day, Secretaries Day, Easter, Passover, Mother's Day, Father's Day, Graduation, Summer Holidays, Weddings, Vacation Packages, Back to School, Halloween, Thanksgiving, Hanukkah, Christmas, Birthdays, Anniversaries.

Potential Sales: Clients, Clients husband's, small businesses.

Possibilities for Small Business Clients: Christmas, Valentine's, Birthdays, Mother's Day. Businesses to contact: Mechanics, car dealerships, doctor's offices, construction sites, etc.

How do you make baskets? : Discuss baskets, shrink wrap, cellophane, netting gift bags.

Discuss where to buy supplies: Michaels, Garden Ridge, Big Lots, etc.

Discuss ornaments to add to baskets: Flowers, ribbons, beads, etc. (when in doubt keep it simple) Go to Neiman Marcus and look at the gift baskets.)

Discuss keeping on a budget. Do not over spend. Add cost of supplies onto the price of the basket.

Bring a couple of sample baskets to show (different types if possible). Discuss how you made them.

When making baskets, make more low cost than high. Ranges:

\$10 - \$15 Baskets

\$25 - \$45 Baskets

\$55 - \$75 Baskets

Special Orders / Custom Baskets

Talk about color combinations.

Talk about what sets to put together:

Spa

Fragrance

Men's

Supplements

Color

Explain step-by-step how to make a basket.

Basket

Filler

Product

Wrapping, netting, etc.

Accessories