



A Hand Book on
Basket-Basket.Com.Au

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BABY GIFT BASKETS - BUYING THE RIGHT ONE

Buying and sending the right baby gift basket will reveal a lot about you and your company. While any gift will be received with much appreciation, not all newborn gifts will be received equally.

Will your gift be the one shown to all friends and family? Will your gift make its way to the baby or baby's room? or will it make it to the back of the cupboard. Will your baby gift be used in a month's time, will it be used in a year's time. Or will it be forgotten as quickly as flowers wilt.

How do you choose the right **baby gift basket** to buy? Well the aim is to find a gift which is different, unique, thoughtful and practical.

Do you buy a gift basket containing diapers, baby lotions and baby formula, very practical you might say, but well down the scale for uniqueness and thought. The only time this type of gift maybe suitable is if the new parents are financially stretched and need a helping hand.

Another popular choice maybe a bottle of Champagne and some chocolates for the new mum and dad. A nice gift but consumed in hours and forgotten just as quickly. This is the same as sending flowers or a basket of fruit. Too easily forgotten.

So are we any closer to finding the ideal baby gift? How about some pamper and relaxation products for mum, she certainly needs them. How about a new parent's survival kit, a fun gift with rubber gloves and face mask for diaper changing, ear plugs for those endless nights and coffee for the next day. Thoughtful, unique baby gift, different and some what practical, but once again your gift will be used and forgotten too quickly.

Here are my favourite baby gift ideas, the first is a baby time capsule. Parents place information inside the capsule such as weight and height at birth, average house prices in the area, the front page of the local newspaper, car magazine, gadget magazine, information on the best selling music single and movie at time of birth, information on fashion, trends and so on. Imagine the fun and excitement of opening this capsule on the

selected day, whether it be a 21st birthday or school graduation. This gift will be around the family forever, it is unique and thoughtful. Best of all you can make it at home although there is a range of ready made capsules on the market available online which look fantastic and include all the necessary documentation and content ideas.

Personalized and embroidered baby gifts is the other winner amongst newborn gifts, finding the time to have an item personalised shows a lot of thought and care with a personal touch. Embroidered items of clothing may only last a season but many will find their way into souvenir boxes to be admired in many years from now. A personalized baby teddy is another great gift idea, have the baby's name and date of birth embroidered on the front of a teddy bear. If baby doesn't sleep with the bear, mum and dad will surely have it displayed somewhere in the bedroom.

OTHER POPULAR BABY GIFT BASKET IDEAS

Embroidered baby bath robe

Embroidered hooded towels

Personalised photo album

Personalised bunny rugs and wraps

Next time you need to send a baby gift basket take the time to find a unique, thoughtful practical gift, don't buy the first one you come across as it doesn't need to arrive on the same day as the birth. Choose carefully so that your gift is appreciated for many years if not decades.

Written by: Lionel Smitka who is the founder and director of the award winning company Basket Basket. Australia's leading gift basket supplier. Basket Basket creates gourmet hampers and gift baskets for any occasion for delivery Australia wide. To view baby gift baskets and order gifts online visit **[baby gift baskets Australia](http://www.basket-basket.com.au)**.

GOURMET HAMPERS SOME ORDERING ADVICE

I am frequently asked what makes a good gourmet hamper. Well a good hamper is one that is enjoyed by the recipient, not just appreciated but truly enjoyed. Knowing the recipient will certainly make this easier. Do they drink white wine or red wine? Do they like cheeses and pate? Do they have a sweet spot for chocolates?

The more you know the better your gift will be, but it's not simply about eating habits, maybe the recipient enjoys long walk in the country or days spent on the beach. If this is the case a picnic gift basket or picnic backpack would be a great gift idea, most picnic hampers come filled with a picnic blanket, thermal area to keep foods cold, plates, glasses, cutlery and topped up with a few gourmet products.

What do you do if you don't know the recipient? You maybe sending a gourmet hamper on behalf of a company. What do you send under such circumstances? Well, first of all do not send a gift basket containing wine or any other form of alcohol. Religion, diets and health may prevent them from being able to drink alcohol. Imagine sending a gift basket containing wine to a recovering alcoholic? How will this make you look and feel?

Of course you won't please everyone, even if you know them well, so here is a list of "safe" hamper contents to consider

Cheese and biscuits, Savoury or sweet

Chutneys and relishes

Jams and cookies

Bread sticks and nuts

Marinated olives and pesto

Chocolates

Bear in mind that many gift basket companies offer great sounding products, such as

seaweed flavoured biscuits, strawberry chilli jam and hot spicy chilli teas. While these sound great often they are less than satisfactory, they are usually sampled and then sit at the back of the refrigerator for years. Products which are commonly available at local supermarkets may also detract from your gifts appeal.

While the products maybe fine, it will enable the recipients to calculate the value of your gift basket. That is not a good idea as more often than not they will think they are worth more than you spent on them. This is especially applicable to corporations sending gourmet gifts to good customers and employees. Instead find GOURMET products which are not commonly found but which can be consumed and used on a daily basis.

Many mass produced gift hampers often found in major chains and supermarkets can contain over sized packaging and cheap products. Oversized packaging is common in the gourmet hamper industry. For example manufacturing companies pack 100g of nuts in a box capable of holding 300g of the same nuts. It may make the finished hamper look bigger but the overall perception will be negative.

The old rule of "you get what you pay for" applies here, gourmet products are not cheap but well worth the extra expenses, remember that the gourmet hamper you send will be a reflection of you and your company.

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CORPORATE GIFT BASKETS - ORDERING ADVICE

Gift giving is an essential part of running a successful business; the right gift will go a long way to solidifying business relationships while the wrong gift may do more harm than good.

Businesses give corporate gifts to employees and customers for many reasons, including job well done, thank you, congratulations and we're sorry. Gift baskets are a fantastic choice as they can be customized to any value, tastes and occasions. **Corporate gift baskets** usually contain wine and gourmet food items such as olives, crackers, cheese, biscuits, chutneys and relishes but can also be themed to reflect the recipient's interests such as golf or fishing. The more you know about the recipient and the more thought you put into it the better the gift will be. Your gift can also be displayed with your logo and finished with a bow and ribbon featuring your corporate colours.

Corporate gift baskets are also popular gifts with real estate agents, builders and car dealers as handover gifts. Finance companies, banks and hotels have long been sending gifts to aid business relationships. Gift giving should be embraced by all companies as a marketing tool, gifts can be as small as a box of chocolates and a card, a gift doesn't need to be extravagant, but it does need to reflect the occasion. For example a mechanic or gardener can get away with giving a box of chocolates where as a gift given for the purchase of a million dollar home will need to be larger, much larger.

While Christmas is the most popular time to give gift basket and hampers to clients it may not be the best option for your business, people can receive many gifts around this time which may take the shine away from yours especially if it isn't as nice as some of the other gifts received. Sending a gift basket "out of the blue" just to say thank you may have a much more profound effect.

Here are a few rules to adhere to when sending a corporate gift basket

1. Choose the gift basket with the recipient in mind. It's not about what you like. It's about the recipient and building a relationship with them.
2. While wine and beer hampers are very popular be aware that alcohol is prohibited by some religions. This may also be the case for some meat and dairy products.
3. Find out as much information about the recipient as possible to avoid any embarrassment. If you are unable to do so send a fruit basket, fruit bouquet or even a cookie gift.
4. Do not make a gift basket yourself unless you have the right fillings and skills. While it may save you a few dollars, the result maybe less than pleasing. Let a professional handle your gift giving needs.

5. If possible deliver the gift basket yourself. If the recipient is out of town or interstate ask your gift basket provider questions about your gift delivery.

Do they outsource the work or deliver themselves. What is the policy if no one is home? Do they call prior to delivery?

Remember these rules and your corporate gift baskets will always have the right impact.

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CHRISTMAS GIFT BASKETS AND HAMPERS

Every Christmas our hearts are filled with hope and joy. It's a festival of exchanging good wishes and gifts to friends and clients. If you are looking for a special gift this Christmas why not consider a **Christmas gift basket** or hamper. A Christmas gift basket is the best way to show your feelings to your family, friends, clients and colleagues.

A Christmas gift basket is one of the best ways through which you can express your feelings this festive season. Christmas hampers can be designed to suit your budget and style as well as matching contents to the recipient. Hampers containing wine and Champagne are always the most popular gift baskets to send at Christmas. Remember Christmas is a celebration and it is human nature to celebrate an occasion with alcohol. Of course hampers are available without wine if required.

There are many different online gift shops where you can find a Christmas gift basket. A simple online search can help you find a reliable Christmas gift outlet. Always choose a company which has been around for a while. The professionalism of their website will say a lot about the company you are ordering from. One of the best gauges is to have a look at the quality of the images on display. This will tell you whether they are professional or a backyard operation. Below are some of the Christmas gift basket ideas which you can search for:

- Corporate Christmas gift basket
- Gourmet Christmas hamper
- Christmas cookie gift basket
- Christmas gourmet food gift basket
- Christmas chocolate gift basket
- Christmas wine gift basket
- Christmas Champagne gift basket
- Christmas Bon Bon gift basket
- Christmas baby gift basket

Corporate Gift Baskets

There are many corporate Christmas gift baskets available on the internet, Christmas time provides a great opportunity for businesses to thank and present gifts to employees who have worked hard during the year. A show of appreciation can go a long way in retaining staff or getting the most out of them. It is also a perfect period for a business to thank its

most valued customers. Customer loyalty is very important in business and there is no better way to reward this loyalty than giving them a Christmas gift basket. Hampers can be customised with your company colours and in some instances your company logo can be incorporated.

Christmas Gift ideas

Some of the most popular Christmas gift ideas Baskets contain a bottle of Champagne or wine, maybe some beer and scotch accompanied with some scrumptious cookies and divine chocolates, Christmas cakes, puddings and rum balls. And for those with a less sweet tooth, a basket filled with gourmet olives and cheese, mustards, pate, crackers, savoury bites and gourmet nibbles.

Many employers are replacing Christmas parties with a Christmas Gift Basket for each employee and they are being appreciated. Instead of a few beers now employees can take home a hamper filled with hams, salmon, cookies and chocolates which all their family can enjoy over the Christmas period. A Christmas gift goes a lot further than a few drinks. Some families may choose to take their Christmas gift basket with them to Sydney, Melbourne, Brisbane, Gold Coast or wherever they may go on holiday.

To view a range of Christmas gift baskets and hampers for delivery to Australia visit **[Christmas Gift Basket](http://www.basket-basket.com.au)**.

CHOCOLATE GIFT BASKETS

Chocolate Gift Baskets are the most popular gifts to give. They are appreciated by all, for many occasions such as Get Well, birthday, Anniversary, thank you. Chocolates gift baskets are also great as a corporate gift, to be shared between colleagues or as an addition to any hamper. Chocolate is the most versatile product available to the gift basket industry, loved by all, young and old. It is hard to go wrong sending a **Chocolate gift basket** whether it is for Valentine's Day, Mother's Day, Father's Day, Easter and Christmas Hampers.

Traditionally Chocolate gift baskets are purchased as gifts for Easter filled with chocolate eggs and bunnies. Easter wouldn't be the same without chocolate. Neither would Valentines day.

If you are looking for a chocolate gift basket that stands out and that is more than just a box of chocolate purchased from a convenience store try buying a chocolate gift basket online from a reputable gift basket and hamper business such as basket basket.

Chocolates can be arranged in traditional hampers, paint tins, cardboard and wooden boxes as well as picnic hampers or just wrapped in cello. Companies are now more creative than ever when it comes to presentation. Remember first impressions are the most important so use a reputable company and don't just buy a box of chocolate from the store.

You can also personalise many chocolate gift baskets. From custom paint tin labels to company logos on boxes to actual personalised chocolates. Gift baskets are not boring anymore, you will be surprised by the amount of thought and creativity put into creating beautiful gifts. Best of all most of these gifts are not expensive. By large chocolate is a reasonably priced commodity able to be enjoyed by the masses.

Of course there are many types of chocolate including white chocolate, milk chocolate, semisweet chocolate, bittersweet chocolate and unsweetened chocolate. These types of chocolate are produced using cacao beans. The type of bean used, origin and treatment and roasting of beans as well as the types and amounts of additives used will affect the quality, flavour and the price of the final chocolate product. The three main types of chocolates are explained below.

- White Chocolate is typically made with cocoa butter, sugar and milk. It does not contain any non-fat parts of the cacao bean and has therefore an off-white color. In some countries white chocolate cannot be called chocolate because of the low content of cocoa solids.

- Milk Chocolate or Sweet chocolate normally contains 10-20% cocoa solids and more than 10% milk solids. This is the most common chocolate available mainly for eating.

- Dark chocolate has a high content of cocoa solids and no or very little milk but it may contain up to 10% milk solids. Dark chocolate can either be sweet, semi-sweet, bittersweet or unsweetened. Many people love the taste of dark chocolate but it is mostly used in cooking.

In 1912, Belgium brought us chocolate as a gift. A Belgian chocolatier created the very first praline, a chocolate that complied to the gift career it was building. Soon after, a packaging called Ballotin was developed and patented for the praline chocolate. At that time pralines in Ballotin were the most desired gift in the country and spread throughout the world. Belgium now produce around 175000 tones of chocolate every year.

From Belgium to Swiss chocolates, you will find a wide array of chocolate gift ideas to put in your next gift. Next time you have to send a friend, family member or client a gift why not try a chocolate gift basket, they won't be disappointed because chocolate is food of champions, a lure for lovers and the indulgence of the masses.

To view a range of Christmas gift baskets and hampers for delivery to Australia visit **Chocolate Gifts**.

GIFT BASKETS - A FEW EASY MARKETING IDEAS

So you're creative and good with your hands, love crafts and starting a gift basket business seems a natural progression. You start a new business venture, you have the best range, the most beautiful gift baskets and hampers in town yet sales are low and hard to come by. You receive glowing testimonials and recommendations yet business is not growing as you had forecast.

This is a story I hear and see too often. Today, online businesses battle a marketing war not a product war. Having the best gift baskets will not guarantee your success, but sales will. The most common way to more sales is ranking well in search engines via generic listings or pay per click. Search engines marketing has become a must for all online business, while big spending corporations have the advantage over small business, I would still recommend finding a search engine optimisation expert and discussing your options.

Creating word of mouth advertising should be your first marketing strategy, all you need for this is a great product, and without quality product you have nothing. The power of word of mouth advertising should not be underestimated, in our business word of mouth ranks second behind Google as our top sales earner. Once you have established your niche and quality product people will start talking about your business, people love to talk, people like being the first to find a good idea, it is of course human nature.

Here are a few easy and cheap marketing ideas for your Gift basket business

Ask your friends to email their friends a link to your website or to a particular product. For example imagine if your older sister sent an email to all her friends saying "Hey Mother's day is coming up, my sister has some great gifts on her site, go and check them out" When you receive a testimonial email, always reply with thanks and if they enjoyed your service kindly ask them to pass on your website details to their friends.

If friends and family have websites ask them to place a link from their site to yours. If you know any shop owners ask to place brochures or flyers of your business on their counter. Try a discount / introduction offer.

Drop off brochures and fridge magnets to all the major businesses in the area. Large business are always looking for new gift ideas for birthdays and promotions, they may need a get well hamper, a **baby gift basket** or a thank you gift for staff and customers. Gift baskets can be sent for many occasions, the list is virtually endless.

When you next send a gift basket your goal should be to convert the recipient into your next customer, if your product is good enough this should be easy, simply include a discount offer introducing your company and services. The recipient knows that your service and quality is good just by looking at their basket so they already trust your company and should have no problems using you. They just need a little encouragement and the offer should do this.

Include a flyer featuring an upcoming event in your hampers, for example during your Valentine's Day period include a flyer introducing your Easter hampers, for Mother's Day send information on your Father's Day gift baskets. Again the goal here is to convert the recipient into a customer. If every basket you sent translated into a new customer your business would grow at an amazing rate.

You can win the marketing battle, it will take time and a great deal of effort but it doesn't have to cost a lot of money.

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