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Basic Guide for Starting a Gift Baskets Business by [Cristian Stan](#)

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Gift baskets are often thought to be the ideal gift for a number of reasons. There are a number of things you can do with them and they are great for a more personalized touch. They are designed to fit just about everyone's taste. You can make money from them as well if you have the talent to target what people are looking for.

Perhaps the best thing about gift baskets is that they can be started with little cost to you as opposed to some other businesses. There are many that begin their business at home and the only thing they are paying for is the supplies that are going to be going into the baskets.

Where to Begin

The first thing you need to consider is the type of baskets you ideally want to create. Are you going to take special orders or are you going to stick to baby gift baskets? You should keep things specialized to avoid running into more money than what is needed. This can get pricey after some time.

Stay focused while you are still new to the business. Consider starting with personal family and friends or references and you can then slowly work your way up to corporate gift baskets for companies. Consider starting in your local area to begin with and later on down the road if you want to go national you can look into your options.

Consider getting a website put together to help you get started. This will bring in more traffic and customers rather than just friends and family. Promoting yourself as a business owner can be tricky and can take time but if done properly you can have a lot of success doing it. You can opt to have a company or professional help you along the way. If you are running into the financial stress, see if some sites are willing to offer a discount. The worst they can tell you is no and then you simply move on to another option.

Generating an Income

If you have the time and dedication to put into creating gift baskets, you can make a nice income after you have a client base and have your name out there for others. Even part time gift basket makers can make about \$8,000 a year and that is part time or in your spare time.

Always plan to make at least 50% of the total selling price of each basket. This can be tricky as you don't want to overcharge, but if you want to make a profit, this is something you need to do.

The holidays are typically going to be the best time for you to make money. You should begin starting in the summer so you can get the hang of things so when holidays roll around you are going to get more business and be more experienced.

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