



CHRISTMAS GIFT BUYERS GUIDE!

WHAT ARE YOU GETTING YOUR
CLIENTS & STAFF THIS CHRISTMAS?

With less than 12 weeks till Christmas we know gifts are on everyones mind. We've put together this quick guide to help you with the planning process. Some of our top tips for ensuring your gifts will be remembered well after the holiday season.



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Being the nominated organiser of the client &/or staff gifts can be a daunting task - we've put together this quick guide of things to consider in your planning!

Budget

Before you start buying, you need to know;

- what is the total budget available
- total number of people you need to buy for
- what is your price per person (total budget divided by the number of people you need to buy for)
- are you wanting to tier your gifting budgets - i.e. x amount spent annually = \$ gift spend
- Don't forget to factor in the time spent researching, purchasing, packaging & sending the gifts



Delivery

Part of your total budget consideration has to be shipping costs. Whether your planning to;

- courier
- post or
- hand deliver

be sure to include the estimated costs into your budget so you don't overspend. Allow for rural delivery costs if your clients are also residentially based.

Tip - remember heavy & bulky items cost more to deliver

Packaging

Whether its bags, boxes or baskets don't forget to allow for packaging both the presentation packaging and the outer boxing for sending in your budget.

If your items don't fit snugly or are fragile you will also need to purchase some fill to ensure the items are secure.

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What

Sourcing products is the fun part - before you start consider;

- Do you want to weave through a theme
- Does your concept match your company values/mission
- Do you want to incorporate branding on items
- Are your gifts for groups, couples or individuals

***The number of people your gift is intended to be enjoyed by, determines what you send.
Make sure your gift isn't a token item on a table somewhere
make it's something people will love!***

Where

- Consider what's local - check out what your local suppliers have on offer - this is great for them but also builds connections within your own area
- Contact suppliers to see if they will offer you a bulk discount if you are ordering a significant number of items.



When

- Suppliers are taking indent orders now
- If you are looking at getting items personalise or branded allow 4-6 weeks for the whole process
- Think about delivery dates a lot of work places close earlier than Christmas - to ensure your gifts arrive before then - we recommend sending in early/mid December

***Consider storage - you will need space to hold the products
- be sure to check any storage requirements especially for food or alcohol***

GIFT BUYING GUIDE

Why Outsource?

- **Outsourcing costs no more** - we stick to your budget and design your gifts to match
- **Wholesale is the best price** - we are able to buy more for less - so you wind up actually getting more for your money
- **Time is money** - having just been in lockdown for weeks you're already playing catch up so delegate - let us do the heavy lifting
- **No spare room required**
- **We do this all day, every day** - so we're already set up with systems, networks and access to everything needed.

Fill out our short briefing form and we'll be in contact to have a no obligation chat

[**CLICK HERE TO
FIND OUT MORE**](#)

Let us be your one stop shop for Christmas Gifts this year!