

**If you want to start your own Gift Business you will need an expert!**

**For a free Ten Minute Interview with Tom, Call 610-277-6230  
or email us at [tccat523@aol.com](mailto:tccat523@aol.com)**

**We are ranked #1 on Google and Yahoo!**

***From the Desk of Tom Catanese***

Before you start a Gift Basket Business talk to the Industry's Expert who can save you time, energy, and MONEY! So first go to Google and Yahoo and enter these search terms: Gift Basket Expert, Gift Basket Seminars, Gift Basket Business Guru, Gift Basket Business Consultant, and Gift Packaging Expert! How does one get ranked #1? By being the leading Expert in the field and the Industry for over 40 years. Now you know that you're dealing with the Expert!

***Your Hard Earned Cash and your New Gift Business!***

You are about to invest your hard earned cash into a business that you have very little knowledge of. Oh yes, your baskets are BEAUTIFUL! But the Gift Basket Business is more than just Beautiful Baskets. Please don't think that you will simply go out and hit the Industrial Park and be a great success... If you think that, you will get what I call a lot of BLOODY NOOOS! I have been a Sales and Marketing Expert for over 40 years in the Business and I can help you jump over 4 years of costly mistakes lost investment money and a lot of past hind sight crying. Business Experts understand that even Experts need Experts once they step outside of their industries. Two hours with me will save you lots of Money!



**Web**

Results 1 - 10

**Tip:** Save time by hitting the return key instead of clicking on "search"

[Thomas Catanese, Gift Packaging Supplies, Gift Business Expert ...](#)

Tom Catanese - **Gift Basket Expert** and **Gift Basket** Consultant ... Industry leaders call us the **Gift Basket** Business **Experts!** We service the Fancy Food, ...

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1. [Thomas Catanese and Company - Start a Gift Basket Business](#) 

The website of the **Father of the Gift Basket Business Industry**. Learn how to Start a **Gift Basket Business** with our **Gift Basket** Instructional Videos, the best plan for Starting a **Gift Basket Business** San Francisco **Gift Basket** ... of each Video and the Awards received from the Video **Industry** for value. If you are in the **Gift Basket Business** ...

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**We are ranked #1 by Google and Yahoo for the following search terms: Gift Basket Business Expert, Gift Basket Seminars, Gift Basket Business Consultant, Gift Basket Guru, Gift Packaging Expert, and Confection Packaging Expert.**

**We don't pay a fee for these rankings, it's because we have presented over 85 National and International Seminars since 1977.**

**Most people never plan to fail when they began a new business, but what they do is, they fail to hire a Professional Retail Expert who can save them from the pitfalls, the nasty cliffs and from the dead end streets that go nowhere. Did you know that 80 percent of all new businesses fail in the first year. Why, because they did not get the professional advice that was needed to get them over the first critical year's business. Would you climb a mountain without a mountain guide? Would you go on a safari without a jungle guide? If your answer is no, then don't start a new business without the most important advice you can get from someone who has traveled that road hundreds of times. There are lots of so-called experts out there but check out their credentials.**

Listed below are many of my areas of expertise with which I can help you.

<ul style="list-style-type: none"> <li>Business Plan Format</li> <li>Trade magazines</li> <li>Fancy Food and Candy Suppliers</li> <li>Goal Setting</li> <li>Sales/Marketing Expert</li> <li>Markup Percentages</li> <li>Product Presentation</li> <li>Gift Construction</li> <li>Packaging Films / Equipment</li> <li>Delivery / Mail Order</li> </ul>	<ul style="list-style-type: none"> <li>Trade Suppliers</li> <li>Gift &amp; Trade Shows</li> <li>Basket Suppliers</li> <li>Home Based Business / Storefront</li> <li>Purchasing / Administration</li> <li>Data Base / Computer Accounting</li> <li>Advertising / Promotion</li> <li>Gift Design / Creation</li> <li>Catalog / Brochures / Business Cards</li> <li>Dynamics of you</li> </ul>
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If you would like me to present my six hour Gift Basket Sales and Marketing Symposium to you in your den with coffee and friends then click on my [Award Winning Videos](#) button and order my DVD videos today and you will see what I presented to the Paris and London Symposium attendees. The great advantage of the videos is that you can rewind any time you want! You can't do that at a standard Seminar! These videos will show you how I create Gifts for the Rich and Famous! There are 83 Trade Secrets and 25 How-To Gift Baskets!

**Review my credentials because they surpass all others  
in the Industry and call me for a free 10 minute  
interview.**

[Click on 35 Years of Credential's](#)

**Let me tell you how I can help you!**

<p><b>One Hour Fee to \$89</b></p> <p>Private Consulting &amp; Mentoring 15 Minute Free Interview 10 Top Trade Secrets We Discuss 3 Key Topics Zero in on your weak points Web Sites that will Help you</p>	<p><b>Two Hours \$150. / \$75.00 per hour</b></p> <p>Private Consulting &amp; Mentoring 15 Minute Free Interview We discuss the 3 page interview We discuss the 6 Key Topics We target special interests 10 Top Trade Secrets Formalized Business Plan</p>
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**Helping you make more money is my goal**

**Helping you jump over your first years problems is my job!**

**Here are Comments from the Industry Leaders about past  
Symposium and Seminars.**

<p>Dear Tom</p> <p>You truly are America's Gift Basket Guru. Our students are always amazed at your Gift Basket magic here at our Chocolate University. You always have great chocolate imagination</p> <p>Adele Malley, Dean of the Chocolate University in Cleveland, OH</p>	<p>Tom, by accident I just happened to walk past the Hotel Ballroom during your symposium on Monday morning and stood in the back of the room. Your dynamic presentation was fantastic. I can now see why the big corporate people pay you big bucks for your expertise in the industry.</p> <p>Jack Lees, Pres. Phila National Candy and Gift Show</p>	<p>Dear Tom,</p> <p>You're the best, this is my fourth seminar in eight years and I will take your new ideas home to my store and will make more money with them again, keep it up</p> <p>Rick Travers, Simmons Center Market, Cambridge, MD</p>
<p>Dear Tom,</p> <p>We have sold thousands of Gift Baskets because of</p>	<p>Tom,</p> <p>Your seminar at our convention was rated the best.</p>	<p>Tom,</p> <p>Your seminar at our plant was a great success. My people</p>

<p>your Symposiums. You opened a new profit door for us. Thank you soo much.</p> <p>Reuben Kogut, Reuben's Bottle Shop, Austin Tx</p>	<p>Congratulations!</p> <p>Peter Clark, National Director of Retail Merchandising Godiva Chocolatier</p>	<p>were electrified by your energy and creativity</p> <p>Carmine Petretto, Creative Dir. Harry and David Medford, OR</p>
<p>Dear Tom,</p> <p>My congratulations again on another record breaking seminar at the Javits Convention Center. 825 people rated your presentation at 94 out of 100 points.</p> <p>John Roberts, President, International Fancy Food and Confection Shows.</p>	<p>Dear Tom,</p> <p>Your two standing room only Gift Basket seminars at the California Gift Show were fantastic. I heard one women say, "this is the beset seminar I've ever attended, I really got my monies worth this time."</p> <p>Tony DiMasi Editor, Giftware news magazine</p>	<p>Dear Mr. Catanese,</p> <p>Our board of governors and directors would like to officially thank you for your outstanding symposium at our International Confection and Wine Exposition. Your presentation and creativity were rated excellent by the attendees. Thank you for bring your energy to France.</p> <p>Guy Urban Dir. Universite D' intersuc Exposition, Paris France</p>

## Reprint from aol.com

### Does It Pay to Hire a Business Consultant?

Hiring an Expert Industry Business Consultant should be the first business decision you make.

from **Entrepreneur.com**

If you've managed to partially write a business plan but lack some crucial elements, you need the professional help of a expert consultant to help finish it up? It's a very tricky call, deciding which parts (if any) of your plan should be delegated to a consultant. When push comes to shove, you will be the one running the business. When it's time to write the paychecks, your signature will be on those checks. When buying supplies, you are committing to payment. Even if you're not the person who creates your financial's from scratch, it's essential that you understand them and understand the assumptions behind the numbers. You will want find an expert in the industry you are entering. You should ask the question, how many years has this person been part of the market place and the industry that you will enter. What kind of credentials does this person bring to the table that will help you jump over the many problems you will face in the first two years.

You'll also need to understand the rest of your plan: Who your market is, how to reach them and what you expect them to buy are all part of your marketing plan. A consultant may help design the plan, but you'll have to make it come true. A good consultant will steer you around the pitfalls, the dead ends and the major problems you will have if you are not up on the industry that you are about to enter. They will provide you with industry trade show books that list the industries manufacturer's names, address and the product they sell. This will save you weeks and weeks of searching for this inside information.

If you've never managed a business before, it can be a lot of work. Don't short change your self if the consultant is an experts they will be worth their weight in gold. Check in often with your consultant, and make sure you're both working off the same set of expectations. Depending on the business you are going into you should have a written agreement that details the deliverables, timetable and payment schedule. You'll almost certainly decide on changes when you see intermediate results and drafts. Save yourself hassles later by agreeing upfront on how you'll handle the need for redoing parts of the plan. Most Business consultants are worth \$1000. to 5000. in fees over a period of 12 months. But that will be a small insurance policy to pay because they will be providing you with the best information.

They will baby sit you and you will need that hand holding when you first begin.

You'll also need to understand the rest of your plan: Who your market is, how to reach them and what you expect them to buy are all part of your marketing plan. A consultant may help design the plan, but you'll have to make it come to pass. If you get six months into things and the business isn't materializing, the consultant will help you adapt to the changing market. All business plan change as the new business person grows and adjusts. To often the new business person is under funded or does not have the proper budget to ride out the first year of a new business.

There are also software products that will lead you through many parts of the analysis but the industry expert has been there, done that and will be able to recognize where you need help. Business Plan Pro by Palo Alto Software Inc. comes with several sample business plans, a manual to help you understand what goes into a plan and software to walk you through the writing of each section. While it can't do your research for you, it can help you figure out what questions to ask and where to find the answers. Most new people need to do more professional research on the competition and to look at the products these companies offer to their buying public.

What are the demographics of the market place? What is the population of the region? How many competitors are there in the area selling the same products.

If you really want to hire a consultant, keep in mind that it often pays to spend extra to get the very best. When you're paying for someone's knowledge, you want assurance that what the person has to offer is high-quality. Ask the consultant for their credentials and see what they present to you.

Select a business friend who should look over your should and review the credentials with you. They should also offer a few references to you. How long has this person been in the industry? That would be my first question. Who do they deal with in the industry that would lend support to their claims of being an expert in the field? Many people can claim that fact but they should have credentials and references to back up that claim for you.

There are several websites where you can find independent consultants, including [Bplans.com](http://Bplans.com), [eLance](http://eLance) and [Vfinance.com](http://Vfinance.com). On the other hand if the consultant has no expertise in the industry you want to enter then find someone in that industry who is an expert.

There are many great books out there that can help you look at your business's attraction to investors. One of my favorites is *New Venture Creation* by Jeffrey A. Timmons. The book is pretty dense, though, so be prepared for a hefty read.

Even if you find a consultant who can help you come up with the answers, do yourself a favor and make sure you understand what those answers are and how he or she reached them. You deserve as much control as possible over the business--plan goals you'll be expected to meet. For if you want the reality of making your dream come true the energy and the effort must come right from you.

## **Do you know the Mrs. Fields Story?**

Today she is worth about \$100,000,000! Let's look at what Mrs. Fields did and see if you can do the same thing. First she opened her oven, and then she placed her cookies on the cookie tray. Then she closed the oven door and turned on the heat. Twenty-five minutes later she opened the door and took her cookies out of the oven. Does this sound like something you can do? What happened next? She baked her cookies for the next five years by herself. And she sold her cookies by herself. Then she met a Bakery Sales and Marketing Consultant. He said I could get you out of the kitchen. She said, Hallelujah! She had reached the ceiling of her knowledge, but this consultant was able to take her to the next level of Sales, marketing and distribution. He showed her how to license her Secret recipe to a local bakery so that they would produce her special cookies by the thousands instead of the dozens. Then he showed her how to secure State wide sales. Five years later he told her how to sell her products on a National scale. Today, Mrs. Fields is a wealthy woman and a spokeswoman for people like you. She knows that FAITH, TRUST and LOVE will make you a success. But she also knows that without experts in her field, she might not be where she is today.

My fee is \$89 an hour with a minimum of one hour. The fee is charged on a Visa or Master Card charged before the consulting begins. To get started fax me a one page typed resume of your plans, ideas and goals. I will review it before I get in touch with you.

Any information that you share with me is confidential and private.

**You can fax me at: 484-322-0717**

**Call me at: 610-277-6230**

**E-mail us at: [tccat523@aol.com](mailto:tccat523@aol.com)**

THANKS FOR VISITING WITH ME