**The Service:**

Mama’s Baskets is a service from Hay&Jays co. that manufactures the most unique gift baskets for any occasion to residents living in the greater Hartford area. Mama’s Baskets provide a solution to the stress you may develop with not knowing what to buy someone for a gift. Our service produces good quality baskets with either our own unique specialized designs, or ones that you customize yourself using the fill out forum on our website: [www.mamasbaskets.weebly.com](http://www.mamasbaskets.weebly.com). The baskets we make are sold for $45.24. Within the forum you are allowed to choose from a variety of categories describing what you want your basket to consist of. A few of our designs are baskets for Valentine’s Day, Mother’s Day, and even baby showers. Each template has 5 items that you could choose from to add to your basket. However, at the end of each template description, there is an “other” drop down box that allows you to add anything you don’t see in the description. Our “nich” is our personalized poems that we include for each basket. On the forum, we also include a box where the customer lists the attributes of the person they’re buying for, so the poem is 100% made for them. After the order is complete, it takes about 5-10 business days to ship the basket to the customer (we use UPS shipping). This service can easily be done by anyone who is at least 15 years of age and up. The breakdown of the process is to collect the orders that are online, purchase all the materials needed (basket, template contents, wrapping, and a personalized poem), and ship it back to the customer.

**Defend your service:**

Mama’s Baskets provides a service that is different from any other gift basket because we allow each customer to “build their basket” according to their specific preferences. Unlike many other gift basket manufacturers, we make the basket personal by creating a poem designed for the characteristic of the customer. Although most baskets would take about 5-10 business days to manufacture and ship, we can ship the basket overnight if flowers are added to help keep them fresh for $55.24.

**Customer Profile:**

Our customers are the type of people who love to surprise people with a personal gift. The customers also enjoy making people smile in simple, yet creative ways. Our customers enjoy the ease of purchasing a present that is made with excellent quality and care. Men and women alike, who are in need of a way to express themselves, will choose our product because it's easy for them. Our target customers are around the “young adult” and “teenage” age group. This is the perfect range for our business because these people are able to purchase our baskets themselves. Our customers live around the greater Hartford area in Connecticut.

**Marketing Pitch:**

Mother's Day is coming up and none of the traditionally cheesy cards in the store show exactly how you feel? Your significant other is flying down to see you tomorrow for Valentine's Day and you're still empty handed? Don't fret. Just ask Mama's Baskets for help. We put together baskets specifically tailored for you or your loved with, each with a specialized note expressing your feelings. Holidays made easy with Mama's Baskets, any occasion at one destination!

**Description of Opportunity:**

Annually, about 96% of people participate in Mother’s Day and 61.8 % participate in Valentine’s Day in some form. Knowing this, we saw an opportunity to help consumers of the holidays get everything they need in one place at an affordable price. We decided to make a company that will create baskets for any type of occasion with a personalized poem. We are offering people who cannot express themselves a simple and creative way to show their loved ones or significant others just how much they love them. We tailor each basket specifically for the buyer as they request on our order form. There are companies that sell Easter baskets and gift baskets but there is not a company already that does baskets like these, for different occasions. Consumers don’t have a lot of free time to go out to different stores to come up with the perfect gift for someone that they care about. They need a company that will have all that they need in one destination.