

# Checklist

## Step by step to the ideal business gift



# Checklist to buy business gifts

## **Why this checklist?**

We want to give you a guide to help you provide us with all the information we need to prepare a tailor-made proposal that fully meets your requirements.

## **What does Magnus Business Gifts stand for?**

Magnus Business Gifts inspires companies about ways to show appreciation for their employees and make customers loyal and engaged. We do this with a large and unique range of gadgets, gift boxes and loyalty programmes. Examples include original packages for onboarding and reboarding, Easter, Saint Nicholas, Christmas, jubilees, for online meetings (apero boxes), for the day of the employee, goodie bags, 'happy' packages, loyalty packages...

We always come up with a personalised high-quality and creative solution. And this within the scope of your wishes, with a reliable personalised design and delivery. This is how you achieve the desired effect with your employees and customer relations.

We will be happy to work out a proposal based on your briefing.



## Step by step to the ideal business gift

1. Know your target group
2. The right message for every occasion
3. Practical info
4. Get your business gifts printed
5. Personalise your business gift
6. 6. Delivery and Transport

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# Know your target

Who is the business gift for? Try to answer this question as accurately as possible, if you want the best chances that your gift is appreciated.

Do you have employees of different ages and backgrounds? Make sure to consider potential sensitivities and maybe you should choose a more traditional gift.

Can you clearly distinguish between different target groups (based on age, gender, interests)?

If that is the case, you could consider giving each group a different gift.

## What are the characteristics that describe your target group:

Position(s): .....

Man       Woman       Gender-neutral

Age: between ..... and .....

Cultural background: .....

Family situation: .....





# The right message for every occasion

What message do you want to convey?  
Do you want to build customer loyalty?  
Do you want to reward your employees  
for a result they have achieved?  
Or is it just a nice little gift on a public  
holiday?

We make sure that your gift matches the  
occasion.

And not only that. Together, we look at  
which corporate values you would like  
to highlight. In this way, the gift will be  
a perfect fit for you and your business.

## What is the occasion for the business gift?

- Public holiday: .....
- Team building: .....
- Event:.....
- Trade fair: .....
- Special occasion: .....

## What is the message or theme for the gift?

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## Practical info

Every business gift requires a different approach. Whether you want to hand out thousands of gadgets or deliver a carefully considered gift package to your relations' homes, we like it tailor-made.

We have literally hundreds of options for fine business gifts. Define your search by setting a budget and timing right from the start. We will be happy to advise.

We will also be pleased to help if you have questions about taxation.

### What is the available budget?

Min: .....Max.:.....

VAT included    VAT excluded

### Number of gifts:

.....

### Delivery date of the gifts:

.....





# Get your business gifts printed

Most gifts can be printed. Not only with your logo and your colours, you can also add a personal message.

Together with you, we will look for the best solution in function of your target audience and your message.

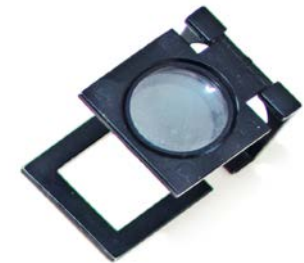
After all, a printed business gift fits your corporate identity even better. And you open the door to an even wider range. Your brand name, your logo and your company will remain visible as long as the gift is in use.

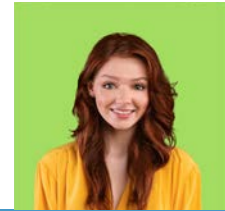
## Does your gift need to carry the company logo?

- Yes
- NO

## In how many colours should the logo be printed?

- 1 colour: .....
- 2 colours: .....
- 3 colours: .....
- Quadri: .....
- Other: .....
- No idea, I need advice.





# Personalise your business gift

The more personal the gift, the greater the impact of your gesture. Think of the feeling you get when you receive a gift that is right up your street!

Once you have found the perfect gift for your target group, make it personal. Mention the name of the recipient or add a message. We can even give the packaging a personal touch.

You can entrust us with both the layout and printing.

## Would you like to personalise the gift?

- Yes, please state: .....
- No

## Would you like to add a personalised card or letter?

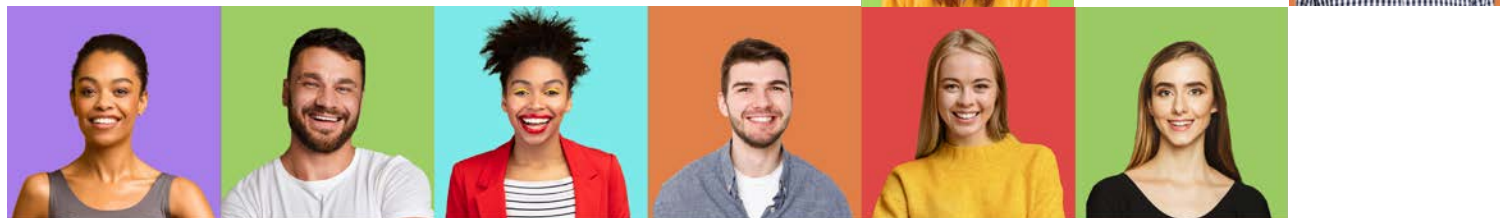
- Yes: .....
- No

## Should personalisation be provided in different languages?

- Yes, in ..... languages: .....
- No

## Wie verzorgt de opmaak van het kaartje of de brief?

- Magnus Business Gifts
- Other: .....





# Delivery and transport



Would you like to receive the gifts at your office? Or in any of your shops? Or perhaps you would like to arrange a surprise during a teambuilding on location? We are happy to share our thoughts about the perfect place.

We can also deliver directly to the home address of each employee. We always treat address data with the greatest care and in line with all privacy guidelines. Magnus business Gifts takes care of every shipment for you from A to Z.

## Where should your business gifts be delivered?

- To 1 address in Belgium
- To 1 address in .....
- To various branches in Belgium
- To various branches in .....
- To the recipient in Belgium
- To the recipient in .....

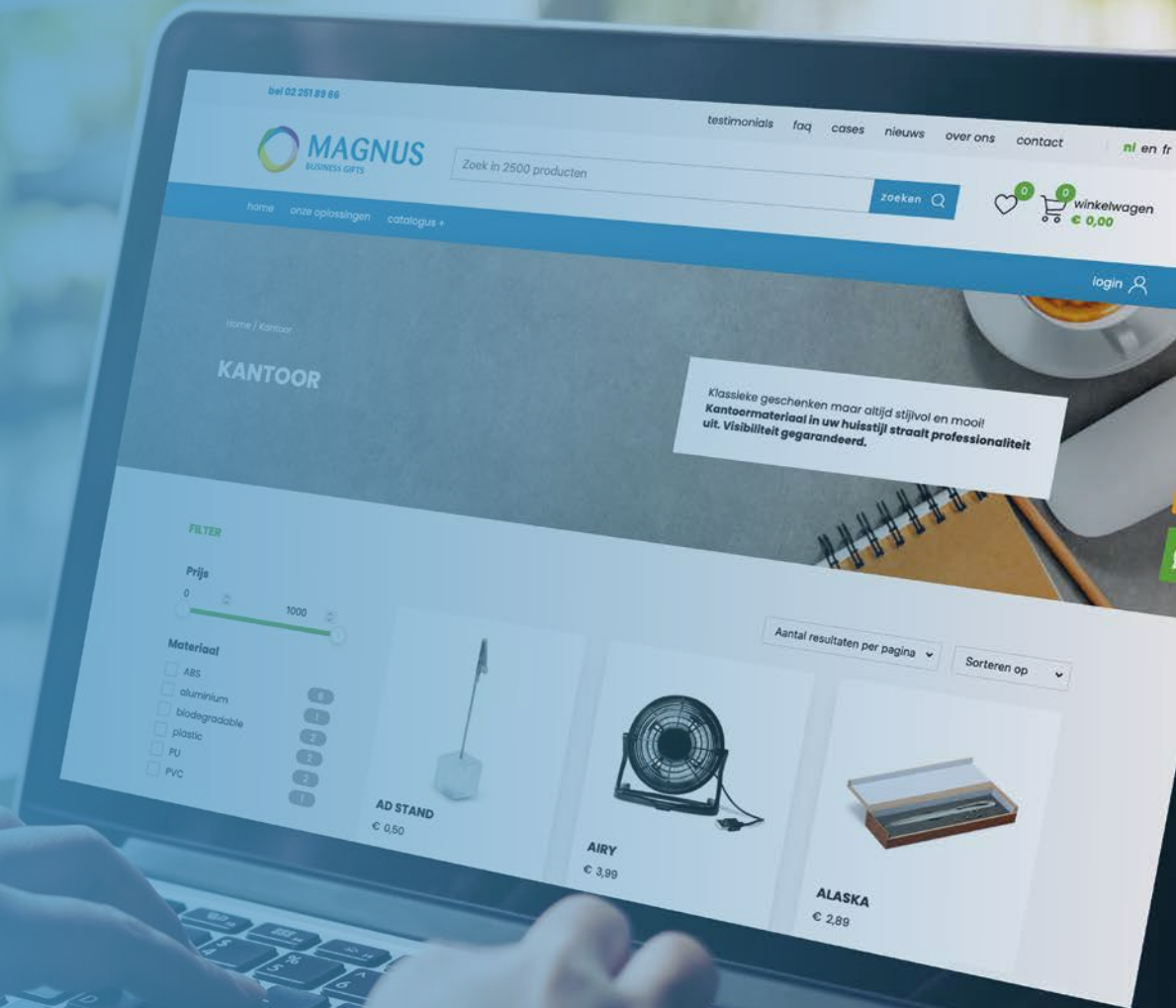


# Magnusgifts.be, your online catalogue

This checklist will help you on your way to choose the perfect business gift for any occasion.

Make sure you also take a look at our website <https://magnusgifts.be> and discover our comprehensive range.

Haven't found what you are looking for? We will be happy to make a suggestion exactly in line with your desires.





*Ann Magnus*

## Ann Magnus Our customers are our focus

We work out the best solution in consultation with you. Your target groups and business objectives are our anchor points. We adjust the delivery method to the volume, the requested delivery period, the country, ...

We always go to the limit. You get the best price for the requested service. Goods are always correctly ordered, delivered and invoiced.

Every month a report with detailed information about your project follows. We also evaluate the results of each project. That is why we hold two formal meetings with our customers every year. We will further discuss the agreed 'progress plan'.

The prices remain unchanged for the duration of a program. A year warranty applies to all electrical devices and USB sticks. Defective devices are therefore repaired free of charge.

Curious about what Magnus Business Gifts can do for you? Contact Ann Magnus for an individual proposal.





## Magnus Business Gifts

Vredelaan 104  
1982 Zemst

Tel. +32 2 251 89 66  
info@magnusgifts.be

[magnusgifts.be](http://magnusgifts.be)

