



Case in Point

Gifts'n'Gags

A wedding day dream

Debbie Edwards on her Wedding Day had a dream and inspiration from her Mum to start her own business. Mum's gift was a special 'Gift Box'. Everyone at the reception thought the Gift Box was hilarious and a great idea.

Debbie persuaded her Mum Sally Tilley, and her sister, Teresa Ridett to launch 'Gifts 'n' Gags' as a family business.

Gifts 'n' Gags specialise in humorous 'Gift Boxes', with innuendo, an alternative present for anyone aged 18yrs and over.

The 'Gift Boxes' are also seasonal, and offer special gift boxes for Engagements, Weddings, Christmas, 'Mum's Survival Kits', Hen-party Boxes, and so much more.

Debbie recognised it was a great business idea and had enormous potential to develop into the retail market, party plan, office parties, birthdays and so much more.



Getting started

However, one of the biggest challenges she faced was how to get started, how to do a marketing plan, how to take her idea to market? It was so daunting, she almost turned away from her dream.

Debbie contacted Business Link for advice on her idea and product, after seeing an invitation to 'Women mean business' seminar.

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

**For more information call 0845 600 9 006
or visit www.businesslink.gov.uk/southeast**

Case in Point

Gifts'n'Gags

Debbie met up with Business Link Adviser Linda Johnson, who was so enthusiastic about Debbie's business idea and very unique product, that within hours, she had developed an action plan to help Debbie launch her idea to market.

Debbie adds, 'The support from Business Link was overwhelming, and this had made a huge impact on our future plans. We now have the idea, the action plan, and with Business Link's ongoing support behind us, we feel we can do this and take my dream into reality which is going to change our lives.

www.giftsngags.co.uk



Company overview

Established in: 2007

Sector: Gifts/ Party Plan/
Retail

No. of employees: 3

www.giftsngags.co.uk

The business link service is available locally and provides the information, advice and support you need to start maintain and to grow a business.

For more information call 0845 600 9 006
or visit www.businesslink.gov.uk/southeast