

The Basket Case **Clearance Center**

The Basket Case designs and creates custom gifts for corporate clients from all walks of industry: Hotel, Medical, Manufacturing, Telecommunications, Travel, Banking, Finance, etc. One of the philosophies that has made us successful is –

*Give our customers what they want and need,
as opposed to what we want to sell them.*

Staying true to this philosophy has created many challenges for us. One of those challenges is – What do we do with the left over containers?

Left over containers? What are we talking about? Well, here's what happens. Every design that we do for our customers uses a container as the base. This container could be a basket, plastic bucket, wire mesh bowl, a watering can, a Chinese style take out containers, well, you get the idea. As you can see, we use a lot of imagination in our designs. Our objective is to create a custom, unique and memorable design for our customers. One of the ways we achieve this is through the use of imaginative containers.

While using imaginative containers helps make a gift memorable, we often times have containers left over. Many of the vendors we use have minimum orders or only sell in increments of 10 or 12. As an example, we recently completed a project for an annual convention that required 110 gifts. The container that we selected, a miniature watering can, was only sold in increments of 12, so we had to purchase 120 watering cans, but only used 110 for the project. Most companies would build the cost of all 120 watering cans into the overall cost of project, but our belief is that the customer should only pay for what they actually get. In this case, they got 110 gifts, so that's all they should pay for. This left us with 10 watering cans.

So, now what do we do? The answer was to create a [Clearance Center](#) where we can offer gifts utilizing those containers to our customers who are looking for a bargain. We put together a new design, different from the original customers design, and offer these gifts at a reduced price to anyone who would like to purchase them. Once our supply is exhausted, then we no longer offer the gift.

The end result? A win-win-win. Our original customer wins because we're able to create something unique and memorable for them at a fair price. Our Clearance Center customer wins because they're able to buy gifts at a greatly reduced price. And last, but not least, The Basket Case wins because we're able to make 2 groups of people happy by providing them gifts, while keeping our costs down. If more companies would work for a win-win-win, the world would certainly be a much better place.

Click here to go to our [Clearance Center](#).

-- Bruce H. Kubec