

MLM Company Profile: LeGourmet Gift Baskets



**** Trademark of LeGourmet Gift Baskets

LeGourmet Gift Baskets

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites . *

Founding Story

LeGourmet Gift Baskets (www.mlmllegal.com) began in 1992 in Denver, Colorado. It now resides in Chicago, Illinois.

Impact on the Industry

The company states the following achievements:

- Voted Top Business to Buy: Entrepreneur Magazine
- Start Your Own Business Magazine's Recommendation for the Top Business to Buy
- Voted one of the top 250 business to buy in the U.S.: Home Business Magazine
- Ranked #4 in top 100 fastest growing private companies in Colorado: Denver Business Journal
- 30+ Magazines including, TIME, Entrepreneur, Good Housekeeping, Ladies' Home Journal, U.S. News and World Report, Woman's Day, and FIRST For Women.
- Over 80 Newspapers including USA TODAY, NEW YORK TIMES, WASHINGTON POST, CHICAGO TIMES, and WALL STREET JOURNAL.
- Featured in 4 International Publications, 3 books, and 3 national web sites.

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Discussion of Products

LeGourmet Gift Baskets sells gift baskets for holidays and specific themes, including Father's Day, Idaho Wild Huckleberry Gift Basket, Sweet Home Chicago Gift Box, Get Well, Housewarming baskets, and many more.

Discussion of Opportunity

The company offers the following distributorship (www.mlmlegal.com) features:

Le Gourmet Distributorship Features	Silver	Gold	Platinum	Platinum Elite	Titanium
Consultation/Selection of Company Name	x	x	x	x	x
Continuous Support from the Corporate	x	x	x	x	x
Extensive Two-Day Training Program	x	x	x	x	x
Expenses Paid, Two-Day Training at Corporate					x
Comprehensive Training Manual	x	x	x	x	x
Annual Membership Dues	x	x	x	x	x
Extensive List of Vendors	x	x	x	x	x
Negotiated Vendor Deals & Discounts	x	x	x	x	x
Legal and Tax Tips	x	x	x	x	x
Beginning Training DVD	x	x	x	x	x
Advance Training Video DVD	x	x	x	x	x
Professional Photo CD All-inclusive Library	1	2-Set	2-Set	x	x
Perfect Presentation CD		x	x	x	x
Critique Service	x	x	x	x	x
Research Service	x	x	x	x	x
Gift Basket Directory Enhanced Listing		12 mths	12 mths	12 mths	24 mths
Gift Basket Directory Basic Listing	x	x	x	x	x
Logo Design			x	x	x
E-Commerce Web Site Design & Construction					x
Web Site Design & Construction			x	x	x
Domain Name Registration			x	x	x
Web Site Hosting			12 mths	12 mths	24 mths
Training & Beginning Inventory	x	x	x	x	x
Advanced Inventory		x	x	x	x
Intermediate Inventory				x	x
Bonus Inventory					x
All Equipment for Design and Production	x	x	x	x	x
Credit Card Processing Rates	x	x	x	x	x
Credit Card Processing					x
Toll-Free Number Business Rates	x	x	x	x	x
Access to Toll-Free Number for Support	x	x	x	x	x
Business Plans, Partnership Agreements, Marketing Letters	x	x	x	x	x
Formats for Stationary, Gift Cards, Letterhead, Invoices and Labels	x	x	x	x	x
Business Proposals, Contracts and Order Forms	x	x	x	x	x
Complete Business Stationary			x	x	x
Business Cards		x	x	x	x
Personalized, Full Color Brochures	x	x	x	x	x
Personalized, Full Color Holiday Brochures					x
Full Color Marketing Postcard#1	x	x	x	x	x
Full Color Marketing Postcards #2 & #3				x	x
Newsletters	x	x	x	x	x
Email Updates on New Techniques	x	x	x	x	x
Subscription to Leading Trade Magazine	x	x	x	x	x
"The Business of Gift Baskets: A Guide for Survival" by Cynthia McKay	x	x	x	x	x
Artist's Portfolio with Professional Photos			x	x	x
Portfolio for Presentation			x	x	x
Personalized Basket Labels			x	x	x
Gift Cards				x	x
Personalized, Embossed Ribbon With Your Company Name			x	x	x
Custom Designed T-Shirts with Your Company Name			x	x	x
Personalized CD's with Your Corporate Name			x	x	x
Complete Balloon Kit			x	x	x
Packing & Shipping Supplies					x
Drop Ship Program (coming in 2010!)	x	x	x	x	x

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Prospective distributors can start with the company by purchasing a starter kit, which includes the following:

- *A comprehensive manual on how to successfully run your business from your home, storefront or warehouse, and achieve the highest possible profit margin. Our easy to read in-depth manual shows you all the tricks of the trade that we have compiled from our many years in the business.*
- *Distributors will be able to call for technical or business support on our 800 number or contact us by e-mail.*
- *A complete list of the best wholesalers across the nation who will deliver right to your home, many /with no minimum order!*
- *Nomination into one of the nation's leading networking groups - you won't believe the results!*
- *Your own name, specially designed brochures, business cards, and other customized marketing pieces to immediately market your new company.*
- *Immediate recognition as a part of one of the most identifiable names in the gift basket industry - Le Gourmet Gift Basket, Inc.*
- *Updates on newly negotiated buys, designs and new marketing techniques.*
- *All order forms, stationery formats, gift card formats and much more.*

For more information, one must contact the company.

Discussion of Distributor Base and Sales Volume in U.S.

LeGourmet Gift Baskets states that it has over 400 distributors both (www.mlmlegal.com) domestically and internationally.

Company Website: <http://www.legift.com/test/index.asp>

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

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Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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