

A close-up photograph of a bouquet of flowers. The bouquet features several large, fully bloomed white roses with soft, layered petals. Interspersed among the roses are smaller, vibrant purple flowers, possibly columbines, with distinct, pointed petals. Two gold-colored wedding bands are placed in the center of the bouquet, overlapping each other and resting on the petals of a white rose. The background is a soft, out-of-focus continuation of the floral arrangement.

*WicksnCandles.com*

Gift Baskets, Candles, Favors and More!

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# Company Overview

- WicksnCandlesticks.com, is a candle gift basket company and also has staff that is certified to provide wedding planning services.
- The business was created to fulfill the needs of online shoppers interested in purchasing gifts for family, friends, coworkers or clients.
- Customers can purchase candle gift baskets, candle wedding favors, bath and body products, wedding software, and e-wedding consulting services via the internet at [www.wicksncandlesticks.com](http://www.wicksncandlesticks.com).



# Company Overview

- In addition to our candle gift baskets, we are exclusive dealers of wedding invitations, wedding favors, and wedding accessories from Birchcraft Studios, Carlson Craft, eInvite, Jean M, StlyArt and Wedding Paper Divas- which are all well known companies in the wedding industry.



# News and Press Release

- Community Newspaper
- Press Release
- WicksnCandlesticks Website
- WicksnCandlesticks Blogs
  - The Budget-Minded Bride Blog
  - WicksnCandlesticks Candle Blog
- Company Brochures
  - Candle Gift Baskets
  - Events by WicksnCandlesticks



# Professional Memberships

- Charlotte Chamber of Commerce
- International Guild of Candle Artisans
- Nature Conservancy
- International Wedding Planning Professionals (Certified Wedding Planner)



# Provided Features

- Quality Customized Candle Gift Baskets and Candle Favors
  - Customization for any event or theme
- Customer Loyalty Program
  - Incentive for Corporate Clients
    - A certain percent savings to customers when purchasing over \$250.00 in products on our website, which means it is a savings to you or your company.
- Customer Referral Program
  - Incentive for Corporate Clients
    - If your corporation refers 5 corporate clients and they sign up for a corporate account, receive an additional 5% off one (1) corporate candle gift basket order.
    - This is addition to the customer loyalty program.



# Shopping Benefits

- Communications
  - Ask a Wedding Expert
    - Certified Wedding and Event Consultant
  - Candle Blog
    - Craft Making
    - Home and Event Décor
    - Candle News
  - Facebook
    - Social Networking
    - Extra Offers
    - Candle and Wedding Industry News



# Shopping Benefits

- Communications
  - Newsletter
    - Information on Company
    - Wedding Testimonials
    - Memberships
    - Advertising Opportunities
  - Twitter
    - Social Networking
    - Coupons and Promotional Codes
    - Inform Customers of our Products and Services
    - Candle & Wedding Tips



# Shopping Advantages

- Candles are Made in the USA
- Exclusive Sellers of Wedding Products
  - Birchcraft
  - Carlson Craft
  - eInvite
  - Jean M
  - StylArt
  - Wedding Paper Divas
- Online Coupons and Promotional Codes



# Shopping Advantages

- Online Shopping Convenience
- Personalized Candle Favors
  - Baptism
  - Baby Shower
  - Bachelorette
  - Bar/Bat Mitzvah
  - Birthday
  - Bridal Shower
  - Christening
  - Communion
  - Corporate
  - Retirement
  - Travel



white cherry tree branch



# Shopping Benefits

- Professional Services
  - Ask The Wedding Expert
  - Certified Wedding and Event Planner
  - E-Wedding and Event Planning
  - Creating Bridal Bouquets
- Price Comparison Chart



# Price Comparison: Individual Candles

<u>WicksnCandlesticks</u>	<u>Prices</u>	<u>Burn Times</u>
26 oz Jar Candle	\$12.70	130 hours
16 oz Jar Candle	\$10.50	80 hours
8 oz Candle Tin	\$4.60	40-45 hours
4 oz Candle Tins	\$3.80	20-25 hours
Tealights (10 in a Box)	\$4.80	4-5 hours

<u>Competitors</u>	<u>Average Prices</u>	<u>Burn Times</u>
22 oz Jar Candle	\$24.00	130 hours
14 oz Jar	\$21.00	80 hours
8 oz Candle Tin	\$12.00	40-45 hours
4 oz Candle Tins	\$10.00	20-25 hours
Tealights (12 in a Box)	\$10.00	4-5 hours



# Shopping Benefits

- Product Selection
  - Bath and Body Products
  - Candles (Jars and Candle Tins)
  - Candle Gift Baskets
  - Candle Favors
  - Wedding Accessories
  - Wedding Favors
  - Wedding Invitations
  - Wedding Software
  - Wedding Dance Floor Decals
  - Wedding Getaway Decals
  - Wedding Monograms



# Shopping Benefits

- Communications (Continued)
  - Wedding
    - Social Networking
    - Wedding Ideas
    - Industry Trends
    - Inspirational Boards
    - Ask an Expert
    - You Tube Tutorial Videos



# Shopping Advantages

- Our customer loyalty program rewards a certain percent savings to customers when purchasing over \$250.00 in products on our website, which means it is a savings to you or your company.
- On the website, we will keep track of your total purchase over each business quarter.



# Shopping Advantages

- This customer loyalty program does not include additional promotional code discounts and it will exclude product specials.

Our current Loyalty Discount Table for purchases made over the last quarter:

	Amount		%	To Go
	\$250.00		10%	\$250.00
	\$500.00		12.5%	\$500.00
	\$800.00		15%	\$800.00



# Customer Testimonials

“The basket was packed with care and arrived quickly. The candles burn cleanly and have a nice scent, too.”

- Lisa from Hanover Park, IL

“We had our personalized candle tins created for our wedding. WicksnCandlesticks did a wonderful job with the graphic art and personalized the tins just the way we wanted for our wedding and they even matched our wedding theme. The prices are very affordable compared to other places out there and had no problems with this company. I would purchase any item from them again, just because of the great customer service I received from their company.” - Tammy from Lansing, MI



# Customer Testimonials

“I got a personalized unity candle and some clear cup tea lights for my centerpieces. I absolutely love them. The unity candle turned out great. I shopped around forever and didn't like any of the options I seen, so to be able to get one done customized was awesome and the prices were very reasonable and comparable. I got the recessed unity candle which I love because you don't ever actually burn the candle itself, just the tea light that sits down in the top. I love the pumpkin spice tea lights they are perfect for my fall wedding. The customer service was more than I could ask for. I don't think I could have gotten service half as good any place else. I would recommend WicksnCandlesticks to my friends and family.” - Brandy from Charlotte, MI



# Customer Testimonials

“Loving the candle!! My whole house smells like Chocolate Fudge!” - Dorinda from Wayne, NJ

“I love the cucumber melon hand and body lotion!”  
– Carolyn M. from Lansing, MI

“I am in love with the hand and body lotion with the Emu Oil as well as the coconut and mango body wash. ”– Carla C. from Clarksville, TN

“I love my cinnamon stick jar candle from WicksnCandlesticks.com. The candles have a wonderful long-lasting cinnamon smell and I received many compliments on the candles from my family and friends. ”– Joanna L. from Lansing, MI



# Thank You for Choosing WicksnCandlesticks

- After reviewing this slide show, we hope that you learn more about the benefits and shopping advantages with our company.
- Our product is not only a value, but also one of quality, and it will be beautiful gifts that any friend, client, or family member would love to receive for any occasion.
- Corporate Account Overview
- Thank you for choosing WicksnCandlesticks for your online shopping solutions and look forward to serving you.



# Contact Information

- Website  
[www.wicksncandlesticks.com](http://www.wicksncandlesticks.com)
- Email  
[contact@wicksncandlesticks.com](mailto:contact@wicksncandlesticks.com)
- Twitter  
<http://twitter.com/WicksnCandles>
- Facebook  
<http://www.facebook.com/>
- Business Address  
WicksnCandlesticks  
P.O. Box 141  
Charlotte, Michigan 48813
- Business Telephone  
517-515-5730



A close-up photograph of a wedding bouquet featuring large white roses and smaller purple flowers. Two gold wedding rings are placed on top of the bouquet, overlapping each other. A semi-transparent dark grey banner is overlaid on the left side of the image, containing text.

*Thank You!*

Please visit us at [www.wicksncandlesticks.com](http://www.wicksncandlesticks.com)  
for all of your wedding or special event needs.