



**www.SpecialGifts.com**

Today's Gifts; Tomorrow's Heirlooms <sup>(sm)</sup>

We are Changing the Way America Shops for Gifts <sup>(sm)</sup>

Welcome to SpecialGifts.com

You will soon realize that you are indeed in a special place – unlike any other places you had been on the Internet.

That is because we do things a little differently here. We treat our customers as family and close friends. We are here to serve you. Our purpose is to make you happy and meet your needs whenever you are looking for a special gift for that special someone or for you. And we want to make it easy for you.

Some of our guiding principles are:

**1. Trust (and Peace of Mind)**

One of the main problems encountered by internet shoppers is that there are so many websites out there, most of them pop up and gone within a short time, taking your hard earned money with them. Then there are others who sell you synthetic stones, plastics, and colored glass in their jewelry. Then there are others who collect your sensitive personal information for identity theft. So, how do you identify a trusted store when you see it.

The following may help:

- a. We had been in business for over 10 years.
- b. We are highly respected (if you will permit us to say so) on the internet as developers of award winning websites such as [www.holisticonline.com](http://www.holisticonline.com), [www.1stholistic.com](http://www.1stholistic.com), and [www.ecomhelp.com](http://www.ecomhelp.com). These websites now attracts over 8 million hits/month from over 170 countries and is ranked within top 5 in their category on the internet.
- c. Our parent company ICBS, Inc. is well respected in the local community. We belong to several local chambers; our founder is invited routinely to speak at local and international conferences, radio and TV shows. We participate actively in many local charity activities helping needy organizations and family.
- d. We do not collect any sensitive financial information from you. The credit card information etc. is collected by our financial institution who use that strictly to approve the credit card transaction; they then keep the information safely. We do not see that information. We are only informed that the payment was received and we can ship the merchandise. So, there is no question of our using your information for illegal purposes like identity theft. Plus, our servers use state-of-the-art security systems that keeps the transmission between our server and the financial institution's computer coded and secure.



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- e. “Keeping our customers happy and satisfied” is a central theme of our customer satisfaction policy. Every one of our associates knows this policy and all of our associates are empowered to take whatever action is required to meet this goal.

## **2. Quality Merchandise**

This comes hand in hand with the trust issue we have discussed before. Without quality merchandise you cannot develop trust. Here are some of the things we do to assure this to you:

- a. We only carry genuine gemstone jewelry and loose gemstones. No synthetics, no crystals, no colored glass, plastic, cosmetic jewelry, or cubic zirconia. We will not knowingly misrepresent anything to you. Specifications, grades, and quality of the product will be clearly stated.
- b. We only carry high quality physician recommended products in our vitamins/supplements line. The products are manufactured under strict quality control. They are formulated to be effective.

## **3. Price (Value)**

Our policy is to buy the best products at the lowest possible prices by shrewd purchasing policies and then pass on the savings on to the customers keeping our margin low. So, when we get a good deal, our customers are the winners. We keep our costs low by avoiding the need for local jewelry stores etc. and dealing strictly online. We also try to minimize the expenses involved in advertising etc. by encouraging more word-of-mouth advertising by our existing satisfied customers.

## **4. Personalized Customer Service**

This is an important part of the specialgifts.com experience. Customers can contact us and a real person will answer the calls and the emails. As far as practical, we will try to assign one person in charge of a customer; so he/she will be familiar with the customer intimately. Every one of our associates is empowered to take care of the customers. We go the extra mile to make you happy.

## **5. Treating Customers as Partners**

Most of our new customers find us by referral from existing satisfied customers. Since we do not actively advertise, this involvement by our customers is key to our success. Obviously, customers benefit by referring others to our site. This enables us to go for more deals and the savings are passed on to all.

In short, specialgifts.com strive to provide you outstanding products, such as those offered only in high end stores, sold at great values, coupled with pampering personalized service (we call it Tiffany quality products, at COSTCO or Walmart pricing delivered with Nordstrom service.