

Finalist for excellence in

i m p o r t i n g

# Teresa's Treasures

## Unwrapping a Fort Worth gem

Teresa Nelson has mastered the art of wrapping it up. But there is something more to this successful business woman than the wrapping on her stunning gift baskets. President and CEO, Teresa Nelson's thoughtful and successful business practices connect both the personal and professional in a way unusual to most companies in her field.

Nelson's personal experience taught her that nothing can be taken for granted and, for lack of better words, relationships should be treasured. This accounts for her business philosophy of treating her clients, colleagues and vendors as her friends, assuring that she can always rely on them, and they on her.

"I don't set out to have only customers," Nelson said. "I prefer not to have just a customer, I want a relationship that will develop with loyalty and trust I set out to make an appointment and show them what I have and the product will speak for itself—the quality, the uniqueness, all that is going to speak for itself. I don't have to push anything."

In 2000, Nelson began designing gift baskets at home after working full-time in finance and banking. Her desire to be an entrepreneur was finally realized in January, 2000, when Teresa's Treasures was officially established.

Teresa's Treasures has seen a remarkably high growth margin every year and Nelson now employs a full-time staff for her 8,000 sq ft facility and showroom located in south Fort Worth.

Nelson personally oversees the design of more than 1,800 products and monitors quality control for one — or one thousand — piece orders down to the last ribbon curl and candy drop.

"We can do single personal gift or a corporate conference of thousands — it make us versatile for our customers," she said. "International shipping is available and we have clients in 35 states and five countries right now."

Nelson's intensity, dedication and hard work far surpass her competition's ability because her company is set up and runs like an established business rather than a start up or part-time hobby.

"We set our company up strategically to make sure the best we could to be here for many years to come," she said. "We have more space, selection, and quicker turnaround time than others to ensure that success."

The business works hard to maintain their position as one of the top 25 gift businesses in the country, Nelson said. However she is not one to rest on her laurels. She is always finding ways to not only manage tremendous growth, but also implement new standards and systems to increase produc-

tivity and assure customer satisfaction.

These practices along with commitment to quality and service, selection, vision and exceeding expectations are reasons this business is leading the way in the industry.

Nelson has also brought together this industry and the technology aspect. Their Web site is fully constructed, managed and maintained by Nelson herself where customers can not only review the contents and look of each basket, but also place orders directly. The *Star-Telegram* once highlighted Teresa's Treasures and noted that [www.treasuresbyte-resa.com](http://www.treasuresbyte-resa.com) brings in roughly 30 percent of the company's business. Digital imaging is also offered when a custom design is ordered then a photo is emailed to ensure quality and accountability while allowing others who may have contributed to see their selection.

Along with marketing efforts, Nelson focuses on constant quality improvement. Whereas most businesses like hers are focusing on surviving, Teresa's Treasures sets sights on thriving. Nelson and staff work hard to keep customers happy and bring in new clientele; welcoming referrals to achieve this.

She, established branding requirements, implemented a 10-point checklist, which maintains that two employees must review the quality and accuracy of each gift before it is released for delivery. Calls are then made to clients telling them delivery time to offer them peace of mind and follow-up calls are made to the recipients to ensure quality and satisfaction. This provides Teresa's Treasures an element of accountability and ensures the highest quality possible to both the client and recipient.

"I have an amazing staff that goes above and beyond for our mission and me," she said. "God has sent some of the best through our doors and I am very grateful for the talents they have each brought to both the company and our customers."

When your clients can rely on the smallest details such as the placement of a bow, niceties can take over your focus. Nelson's big dreams and desire for distinctiveness run deep through this gift basket company as Teresa's



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Treasures has achieved success unlike many in this field.

Teresa's Treasures was awarded the 2002-2004 Small Business of the Year Award by the Fort Worth Chamber of Commerce and received the Mayor's Entrepreneurial Excellence Award at the 2003 Entrepreneur Expo, presented by the Fort Worth Women's Business Center. Additionally, Nelson was inducted into the 2005-2006 National Who's Who for Business Executives, YWCA Tribute to Women in Business and 2000 American Business Woman of the Year. This year she is nominated for the Designer of the Year and Spirit of Inspiration award at the Boston Gift Show and Convention where she is also a faculty member teaching courses on networking, marketing and management.

"As a whole, gift baskets are one of the worst misconceptions," Nelson said. "Any and everybody could do a gift basket, supposedly. What we do is true design. It is not the matter of placing items in a basket. It is an art."

"I don't have a 'little' business; I have a serious 24-hour-a-day career to which I am fully committed," she said. "It is a lot of hard work, but that work is what makes us so special and unique."

And it's what keeps her clients loyal and sending referrals week after week.

"We have been very blessed and I take nothing for granted!"