

# Gifting & Institutional Decor

Furniture & Home Furnishings

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Builds a plan to sell home decor and furnishings for gifting and institutional or corporate needs — products, bulk, customisation, pricing and B2B channels. Use it to add gifting and B2B decor revenue. For corporate outreach use the Lead Generation & Enquiry Management tool.

## Purpose of this tool & output

Sell decor for gifting and institutions

## How the output is used

Use it to sell decor for gifting and institutions — a gifting and institutional decor approach across products, bundles and B2B.

## Important cautions

Gifting and institutional decor add volume through customisation and bulk, but bulk is price-competitive and payment terms can stretch — protect margin, set minimum orders and advances, and deliver reliably on time for occasions. Build relationships with corporate procurement, planners and hospitality buyers.

## Companion documents

- Home Furnishings Range
- Decor Merchandising & Styling
- Soft Furnishing Sourcing
- Curtains & Blinds Business
- Seasonal & Festive Decor Planning
- Home Styling Service Offering

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