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JNJ GIFTS AND MORE

Woman-owned, Asian-owned and family run, **JNJ Gifts and More** is committed to “gifting happiness” through their personalized gifts and gift boxes. Born and raised in India, Jerina Vincent received her MBA and worked in sales and management before immigrating to the United States. After arriving here in the U.S., Vincent took a job as a recruiter for an IT company which she did for six years before a chronic injury forced her to leave that job behind.

It was then that she turned to her family and formed JNJ Craftworks, in the beginning a consignment arts and crafts gift shop, but now **JNJ Gifts and More**, a gift company that spreads happiness with hand-crafted and practical gifts perfect for any occasion. For more than five years, they operated as a storefront, until 2022 when they lost their physical space and were forced to pivot to an online model, primarily serving corporate clients and specializing in thoughtfully curated gift boxes.

Through WWBIC’s training sessions, services and grants, **JNJ** has been able to not only navigate this transition successfully but do so in a way that sets them up for growth. With dreams of establishing a dedicated space that is both storefront and production as well as hire more employees, JNJ continues to look to WWBIC for guidance and assistance.

“WWBIC has always been there when I needed something,” says Jerina. “Everyone who works for WWBIC seems to want us to do well, so it feels like we are actually cared for. They give their genuine time and effort to making our lives easier by providing various business resources. They have connected me with people who have helped me grow my business. We really appreciate every bit of their generosity.”

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jnjgiftsandmore.com/

Owner:
Jerina Vincent

Business Location:
Verona

Employees at Business:
2

Total Investment:
\$7,500

WWBIC Support:
Training, DOA Grant



*Entrepreneurship and
Financial Wellness Training •
Lending • Coaching*

