I choose to create my own problem for this situation because it is a real-world situation that could have some real would outcomes. I own this garden business and we have encountered the problems I have outlined above. How are we going to sustain our customer base for 10 years to come? What is our best marketing strategy? I run the business with my dad and two brothers, and we want to see some solutions to these questions. So, instead of choosing a pre-defined problem – I went with one that would actually solve a problem in my life! To solve these problems, I plan on creating some sort of access database of our customers, a better craigslist website, a map of where we will put our yard signs. Through my research, I am sure I will come up with more solutions to our problem.

Above is a picture of our tillers, click on the picture to see some of the gardens we have tilled this year. That is just a few gardens we have tilled, we have probably tilled over 40 gardens and made over $2,000 this spring. We have put up a craigslist ad (pictured to the right) which I plan on revising through this project. We have also put up Facebook ads which surprising were not that effective and yard signs. We charge $60 for a 100 square foot garden (10x10) and $100 for a 400 square foot garden (20x20). From there we derive an equation that gives us “x” as square footage and “y” as price: y = (2/15) \* x + 46.6667. Usually, that gives us a fair price but there is always room for negotiation for the customer. We try to till the gardens as soon as possible so we do not lose any business. A major damper for us is the rain, so we must get our job done when things are dry. We always are willing to till previously made gardens for a fair price, but for us to till grass/hard ground add an extra charge. Utilities also must be marked for that to be done.