

Ceres Gardening Company Solution

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Ceres Gardening Company Solution

Ceres Gardening Company: Funding Growth in Organic Products. Jonathan Wydown, CEO of the Ceres Gardening Company, scrutinized the figures presented by Annette O'Connell, vice-president of Marketing. It was December 2006, and the two were finalizing the firm's marketing strategy and objectives for 2007.

Ceres Gardening Company: Funding Growth in Organic Products

Ceres Gardening Company □ Funding Growth in Organic Products Introduction The retail channel 80% of total revenues Dealer inventories increases \$13 millions in 2006E Shareholders GetCeres™ grows 40% on sales in 2006E bank credit subordinated notes independent farm suppliers

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Strategic Plan GetCeres Program The retail dealers grasped onto the deferred payments in 2005 which helped to increase the sales. In 2005 the company sales increased 7.5 million from 2005 to 2006; most of the sales were to the dealers. The inventory grew each year as well. Their

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Product Portfolio Diversification – Ceres' has to consider diversifying its product portfolio from materials (i.e. seeds, samplings, 1-year-old fruit trees, etc.) to services and solutions to help organic farmers, food service industries, and weekend gardeners on the "how to's" of organic gardening.

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Essay on Ceres Gardening 1447 Words | 6 Pages. CERES GARDENING COMPANY CASE STUDY/G5P/B200 Executive Summary Ceres Company, backed by its innovative GetCeres program, has been capitalizing on a previously untouched segment of the organics market.

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What have been the key factors in the company's growth? how has the stock market responded to the company's performance? why? What should Ceres's strategic plan be, give the trends in the organic gardening market? How would you evaluate Ceres's marketing efforts? should the Get Ceres program be expanded? why or why not?

CERES Gardening Questions - thecasestudysolutions.com

Case Study: Ceres Gardening Company 1.1 Sales and customers - Ceres operates in the organic gardening market, a \$350M industry that is growing at 8% to 10% annually. Ceres' products include certified organic plants and seeds for vegetables, culinary herbs, flowers, and live plants like fruit trees.

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Case Solution. Ceres Company, with its innovative GetCeres program, is aiming to increase its outreach by penetrating the retail market for the organic gardening business. Ceres is offering relaxed credit terms to its retailers in a bid to capture a new consumer segment - the causal gardeners.

Ceres Gardening Company: Funding Growth in Organic ...

Ceres Gardening Essay. Ceres Gardening began with Jonathan Wydown in 1989 when he founded the company with a mission to promote sustainable organic gardens and landscapes. He is an advocate of soil preservation, biodiversity, natural fertilizers and pest control.

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