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*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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Case Study - Cer ...

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Pages. CERES GARDENING COMPANY CASE

STUDY/G5P/B200 Executive Summary Ceres

Company, backed by its innovative GetCeres program, has been capitalizing on a

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previously untouched segment of the organics market.

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- Ceres Gardening Company: Funding Growth in Organic Products. (Harvard Business School Case Study).

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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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Ceres Gardening Company Case Study

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 ...

The company has used the Organic Products for the growth of their gardens, which were never used by any other company. In other words,

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Ceres Gardening Company was the first one which used the organic product idea for their development and betterment (Brigham & Ehrhardt 2013).

Ceres Gardening Company: Funding Growth in Organic Products

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Ceres Gardening Company: Funding Growth in

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Organic Products

Ceres is a licensed tier 3 producer/processor in the state of Washington. We specialize in strain diversity and FIRE!

Ceres Gardening - Term Paper

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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Ceres Gardening Company Case Study Case Study Solution and ...

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.

CERES Gardening Questions

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Ceres is a leading player in the growing organic gardening industry, selling seeds, small plants, and related items. Their distribution depends heavily on retail sales through independent nurseries and garden centers. Because these small dealers are unable to finance much inventory, Ceres has crafted its Get Ceres program, which offers

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steep discounts and vendor financing.

Ceres Gardening Company: Funding Growth in Organic ...

Ceres Gardening Company: Funding Growth in Organic Products, Spanish Version Case Solution, This Case is about FINANCIAL MANAGEMENT, GROWTH STRATEGY, MARKETING, SALES PUBLICATION DATE: May 15, 2009 PRODUCT #: 410S01-PDF-SPA When the pupils have th

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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.

Ceres Gardening Company Solution

What are the prospects for Ceres in 2007 and 2008? What risks might the company face? 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

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the organic gardening market?

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*advocate of soil preservation, biodiversity,
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