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Ceres Gardening Company Case Solution

The main objective of this assignment is to answer some of the questions related to "Ceres Gardening Company". There is a case study which has been given along with this assignment that needed to be read out completely in order to answer the questions comprehensively.

Ceres Gardening & Ceres Gardening Case Study

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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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