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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  
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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.

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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 the organic gardening market? Ceres Gardening Company: Funding Growth in Organic Products. Jonathan Wydown, CEO of the Ceres Gardening Company, scrutinized the

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