**Case I : Gardeners Plus**

Answer each question below by reading from Pages 1-3. Each question is worth **5 points** and therefore a **Total of 35 points**.

**Name**:

1. What type of gardening services does Mary Jones and Amanda Morena and many others in their neighborhood need?
2. In their first brainstorming what were their objectives?
3. What does Ed Goldstein (a young CPA) proposed as their business model? And how does it work?
4. What additional idea that Ed proposed and what was the respond of Amanda?
5. Where would the association get their revenue?
6. And where do their expenses comes from?
7. How many customers do they agreed to model their business to?