ABSTRACT

TITLE:	A Business Plan for the Durango Farmers Market
AUTHOR(S):	Targos, Luke
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ABSTRACT: This senior thesis project will be focusing on my employment with The Gardens at James Ranch in Durango, Colorado. After working as an intern in The Gardens at James Ranch during the summer of 2010, I have been promoted to managing and operating the produce portion of the Durango Farmers' Market. I will be responsible for choosing, harvesting, transporting, marketing, and selling the products that are grown in The Gardens at James Ranch for the Durango Farmers' Market. With this recent promotion in mind, I have decided to prepare myself as much as possible to ensure that I will have a successful business at the Market. To achieve this I will write up a detailed business plan containing all of the tools that will help guide me to successfully manage and operate as a vendor at the Durango Farmers' Market.