

CL: Karen, Ed, Natalie

Black Trading

2) Map of regional

3) Asian -

Asian -
Hispanic
or file

DEMYSTIFYING THE U.S. HISPANIC MARKET

- 1) Understanding Hispanic consumers very similar, to understanding general market in couple ways:
 - 1) Strong basic value systems/attitudes to generating across market -
 - 2) Filled with diversity/surprises

However, ROES are different

- 1) Different language
- 2) Various degrees of assimilation, or understanding of US culture
- 3) Instead of Texans, New Yorkers and Californians, Cuban Mex, PP's w/ strong sense of nationalism

4) Never had feminist movement - traditional gender roles integral to culture

5) Not educated here if at all - wasn't available

Want to make it easy even though there are many issues - cost in information, etc.