**Performance of the Hispanic-owned businesses in Nacogdoches**

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**Hypothesis**

"The Hispanic business owners have an increasing potential to become big businesses in the East Texas town because of the growth of the Hispanic population in town."

**Sources:**

- Primary research over Hispanic population growth, Hispanic-owned businesses growth, and comparison of statistics of Nacogdoches vs USA
- Personal interviews in Spanish or English to 17 Hispanic-owned businesses in Nacogdoches, Texas

**Findings**

Hispanic-owned businesses:  
- Have a healthy growth and stability in comparison to other businesses in the United States  
- Start their business with savings rather than loans

In Nacogdoches:  
- 88% of them are involved in helping the community  
- Customer Service is the most important aspect in their business  
- The biggest challenge faced by the businesses are the city requirements

**Who’s categorized as a Hispanic Person?**

Hispanics are people with “Latin American or Iberian ancestry, fluent in Spanish”. Their native language can be any language.

The categorization of a Hispanic used in this research will be the one used by the US Census Bureau which is defined by social and political considerations, not scientific ones.

**The perception of Hispanic business owners toward owning a business in an East Texas Town**

**Economical standing of Hispanic-owned businesses**

**Involvement of Hispanic business owners in marketing to an international audience**

**The involvement of the Hispanic business owners in the community**

**Reasons for Hispanic entrepreneurs for owning a business**

**Nacogdoches vs United States Statistics**

Hispanic Population percentage  
- 9.8% vs 17.8%  
- Minority owned firms percentage  
- 25.46% vs 28.79%

Source: US Census Bureau Quick Facts

**Performance of the Hispanic population and its impact in the total U.S. population growth**

The Hispanic population growth accounted for 54% of the overall population growth between 2000 and 2010. The growth rate of the Hispanic population slowed down due to changes in immigration, birth rates, culture, and politics.