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

The economical standing of Hispanic-owned businesses

Did you have any challenges in receiving funding for your business?