

You are Marketing manager for a large regional supermarket chain that is opening in a neighborhood that is about 80% first and second generation Hispanic in origin. You want to make sure this store is successful as possible.

Thinking of merchandising, products, services and marketing for the new store what are some ideas or programs that you think would be most important to implement to ensure the success of the new store? Choose 5 ideas and justify why you think they would be effective and important.

Submit a one page memo to the Regional Director outlining these to the dropbox provided.