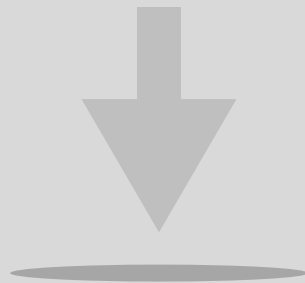


Final Major Project

Nelly Camacho



Cultural Context

History

- Latin Americans have been in London since the late **18th century**.
- Latin American migrants **have risen significantly** in recent years.
- The Latin American ethnic **is not recognised** yet.
- Latin Americans are **underrepresented** (Latin Village).

Different **marketing strategies** to promote local businesses:

- Business listed on Google.
- Blog posts.
- Being part of the community.
- Social Media presence.
- Email marketing.
- Many other methods of marketing.

Positive and negative effects

Negative effects of the internet on businesses

- Some local businesses have **very limited budget** to spend on marketing efforts.
- Local business owners are **too busy**.
- Business reputations have been **unfairly damaged**.

Positive effects of the internet on businesses

- The internet is one of the main ways to **connect consumers with businesses**.
- Content development work can help to **improve the reputation** of a business.
- Online presence will help businesses to **outrank competition**.
- Google has give a bit of preference to companies with **physical location**.
- Increase awareness.

Aims

Website focused on the **Latin American local businesses.**

My aims are:

- **To promote** the Latin American community.
- To make people **feel welcome** to this community.
- To **increase customers** and sales.



Business Environment

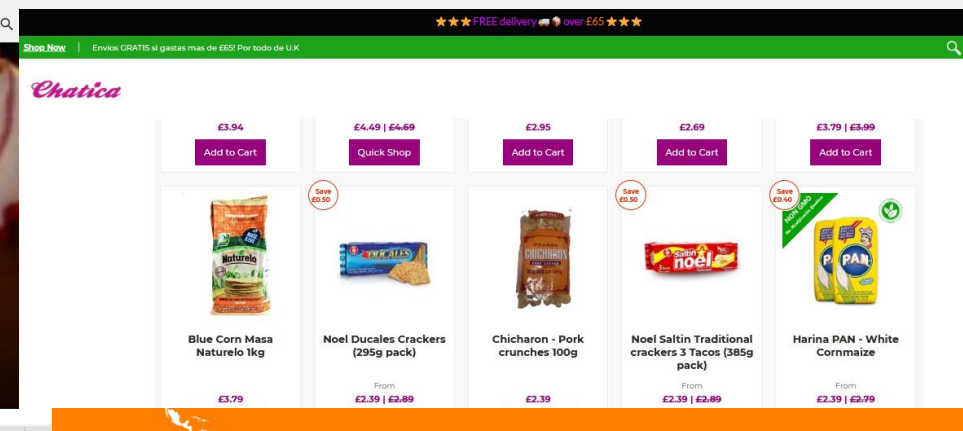
Identification of competitors



The screenshot shows the homepage of the Latin American House website. The header includes navigation links for Children's Education, Legal and Social Advice, Community Learning, Culture, and EU Settlement Scheme. A banner features the text "Mi casa es tu casa" and a photo of children. A section titled "Important information" provides updates on the website's status during the COVID-19 pandemic, mentioning that the office is closed and staff are working from home.



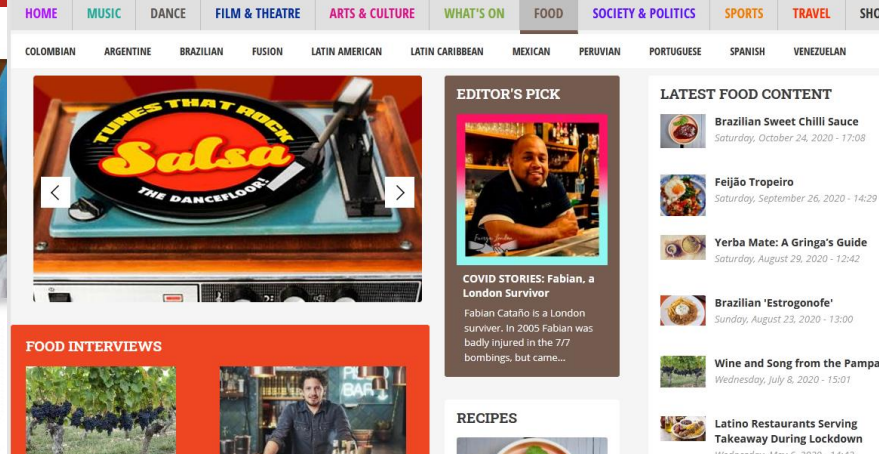
The screenshot displays the homepage of the LAP (Latin American Project) website. The header includes navigation links for HOME, NEWS, BLOGS, BOOKS, VOICES, INDIGABRAZIL, E-LIBRARY, and ABOUT. A large banner image shows people in traditional white and red costumes, with the text "CARNAVAL: LATIN AMERICAN RESOURCES IN THE UK" overlaid.



The screenshot shows the homepage of the Chatica website, which is a food and grocery store. The header includes a search bar and a navigation menu. The main content area displays a grid of products with their prices and "Add to Cart" buttons. The products include Blue Corn Masa, Noel Ducales Crackers, Chicharon - Pork crunches, Noel Saltin Traditional crackers, and Harina PAN - White Cornmaize.



The screenshot displays the homepage of the CLAIUK website. The header includes navigation links for About, Recognition, Health, Labour Rights, Resources, Services, News, and Contact. A large banner image shows three young girls in white shirts and blue headscarves. Below the banner, the text "VOICING THE COLLECTIVE INTERESTS OF THE LATIN AMERICAN COMMUNITY IN THE UK." is visible.



The screenshot shows the homepage of the SLAS (Society for Latin American Studies) website. The header includes navigation links for HOME, ABOUT, EVENTS, PUBLICATIONS, STUDY, FUNDING, BLOG, MEMBERSHIP, and CONTACT. The main content area features a large banner with the text "THE SOCIETY FOR LATIN AMERICAN STUDIES" and a Twitter feed. Below the banner, there are sections for "EDITOR'S PICK" and "LATEST FOOD CONTENT".



The screenshot displays the homepage of the SLAS website, which is a food and grocery store. The header includes a search bar and a navigation menu. The main content area displays a grid of products with their prices and "Add to Cart" buttons. The products include Blue Corn Masa, Noel Ducales Crackers, Chicharon - Pork crunches, Noel Saltin Traditional crackers, and Harina PAN - White Cornmaize.

A niche website

- It is not only for local businesses but for **a more specific segment:** Latin American local businesses.
- Make sure it is not too niche, so **it is worth pursuing.**



Revenue Generation

- Free Business Model.
- Knowing my visitors.
- Monetize my website: Sell sponsored posts, start a private forum, offer services/consulting, flat 30-day advertising rate for the Ad space, donation.



SWOT Analysis

Strengths:

- I am part of the Latin American community.
- My skills are useful for their businesses.
- My photography skills are an advantage for this project.

Weaknesses:

- No market presence.
- My schedule being affected.
- Multitasking.

SWOT Analysis

Opportunities:

- To expand my geographical area.
- Local businesses are gaining more importance than before.
- Some Latin American businesses are relocating.

Threats:

- Not accomplishing the deadline successfully.
- Potential businesses not being interested in my project.

A website for Latin American local businesses to encourage users to visit these shops and to get involved in this community.