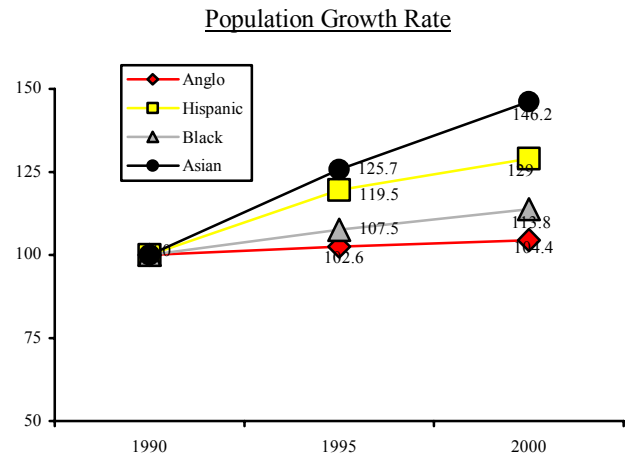
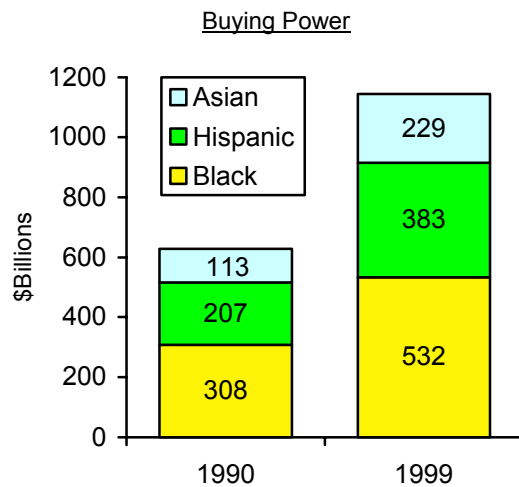


## The Multicultural Opportunity

### How ready is your organization?

You have heard it all before. Multiethnic population and buying power are growing faster than the general population.



In the multicultural marketplace, success no longer hinges on multiethnic advertising but in building sustainable customer relationships. Just buying advertisement on ethnic media (electronic and print) is becoming less effective. Developing culturally relevant value propositions and culturally adaptive operating models will be required to deliver the big gains and superior shareholder value.

In other words, the multicultural market presents enormous opportunities for your business, but requires some strategic decisions:

- What is the relevant business opportunity to your firm (sales, growth potential, and profitability)?
- How unique is the opportunity relative to current efforts?
- How best to leverage current investments in corporate diversity (recruitment, MWBE sourcing, etc.)?
- Do I have the ideal operating model (people, process, systems etc.)?
- What are the trade-offs?

Answering these questions still requires clarity on fundamental strategic issues:

- Knowing who your relevant target multiethnic customer segments are and why?
- What unique value do you provide to these customers?
- How will you deliver the value to build superior customer franchise?
- What are the relevant channels (distribution) to penetrate these markets?

However, these strategic fundamentals are challenging to define in the multicultural markets.

So, what should you do? **The Asaba Group can help...**

## **About The Asaba Group**

The Asaba Group is a strategy and business improvement consulting firm that works with senior executives to create innovative strategies that win in the multicultural markets. Our focus consists of two strategic thrusts:

- Assisting corporations to better understand and extract economic value from the emerging multicultural marketplace
- Providing the economic linkages between corporate diversity imperatives and the multicultural market opportunity

Our essential value proposition lies in our strategic consulting approach in developing winning strategies in the multicultural market. Working with our clients we create multicultural-friendly business approaches, (which are different from ethnic marketing), to grow profits and sales. By integrating strategy, marketing, and technology in our proprietary approach, we deliver high value solutions quickly.

In addition, we assist corporations in leveraging internal corporate diversity initiatives with the market opportunity. Hiring, recruitment, philanthropic, and training investments are now defined and executed within a strategic context.

Our definition of success is based on our clients achieving the desired economic results. Economic Value Created (EVC) is our metric for success.

We are located in Boston, MA and San Diego, CA. For more information, please visit [www.asabagroup.com](http://www.asabagroup.com) or call (508) 655-8100.