

Alta gracia

[Business](#), [Marketing](#)



4. No, because the average consumer is just looking for a cheap product and is maybe not aware of all the legal issues involved. Because of that, Alta Gracia is going after the right target market, one that identifies with the values of the company.

5. No, it is not ethical because it is taking advantage of economies that are less developed by offering work that is worth far more in the United States. If the emphasis was placed on American-made products, then more companies would choose not to outsource overseas.

6. While Alta Gracia may not make much profit over the short term, it is developed a reputation for being a highly ethical brand. In the long term, more people will appreciate this and the company will retain a loyal group of wholesalers, retailers, and customers.