

Afrilec Sarl in Retailing (Cameroon)

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Abstracts

Afrilec and Afrilux are subsidiaries of Credit Communautaire d'Afrique (CCA). With the success of its outlets in Yaounde, Douala and Bafoussam, Afrilec plans to expand into other major cities in order to meet the growing demand for variety stores in Cameroon. Due to the presence of a few variety stores in Cameroon, Afrilec is challenged to use this opportunity to become a more national brand. Afrilec plans to open more outlets all over Cameroon to cater to the growing needs of consumers in the...

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