

# Afrilec Sarl in Retailing (Cameroon)

<https://marketpublishers.com/r/A65AD53C082EN.html>

Date: June 2014

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A65AD53C082EN

## 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...

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

**Product coverage:** Non-Store Retailing, Store-based Retailing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Retailing market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Strategic Direction

Key Facts

Summary 1 Afrilec Sarl: Key Facts

Internet Strategy

Company Background

Private Label

Competitive Positioning

Summary 2 Afrilec Sarl: Competitive Position 2013

## I would like to order

Product name: Afrilec Sarl in Retailing (Cameroon)

Product link: <https://marketpublishers.com/r/A65AD53C082EN.html>

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/A65AD53C082EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970