

Complexe Santa Lucia in Retailing (Cameroon)

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Date: December 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: CA348407063EN

Abstracts

Santa Lucia aims to become the leading retailer targeting low- to middle-income consumers in densely-populated areas in the major cities of Yaoundé and Douala, through store expansion. The retailer does not yet intend to enter neighbouring and/or international markets.

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

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

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