

Groupe Arno in Retailing (Cameroon)

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Abstracts

Groupe Arno is the leading variety stores retailer in Cameroon with outlets in both Yaoundé and Douala. In 2015 the company completed the major refurbishment of its Douala outlets to increase their retailing space. Over the review period it also opened additional outlets in residential areas in Douala. The company is positioned as a key player and plans to remain competitive over the forecast period.

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