

Navigating the African Business Environment

A Comparative Diagnostic of Egyptian Enterprise Challenges and Prospects (2000–2026)

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ABSTRACT

The Egyptian business landscape, representative of a major North African economy, presents a complex interplay of structural, regulatory, and socio-cultural factors. A systematic comparative analysis of its evolving challenges and opportunities is required to inform strategic decision-making and policy formulation. This study aims to diagnose and compare the primary constraints and enablers for enterprise development in Egypt, contrasting internal firm-level capabilities with external institutional and market conditions over a defined longitudinal period. A mixed-methods comparative design was employed, integrating longitudinal analysis of secondary macroeconomic and firm-level data with thematic analysis of executive interviews and policy documents. This facilitated triangulation between quantitative indicators and qualitative insights. A dominant theme identified was the critical constraint of bureaucratic inefficiency, with approximately 70% of surveyed executives ranking it as a more significant operational hurdle than access to finance. The comparative analysis revealed that while infrastructural deficits have improved, institutional governance challenges persist as the primary impediment to growth. The prospects for enterprise development are contingent upon resolving deep-seated institutional inefficiencies rather than solely focusing on macroeconomic stabilisation or financial access. The comparative framework highlights a shifting but persistent core of administrative constraints. Policy interventions should prioritise streamlining regulatory procedures and enhancing transparency in public-sector interactions. Firms are advised to develop robust stakeholder management strategies to navigate the institutional environment. Business environment, institutional voids, enterprise development, comparative analysis, Egypt, administrative bureaucracy, mixed methods This paper provides a novel integrated diagnostic framework that juxtaposes longitudinal quantitative trends with contemporary qualitative managerial perceptions, offering a nuanced, evidence-based assessment of the Egyptian enterprise ecosystem.

Keywords: *North Africa, Business Environment, Comparative Analysis, Enterprise Development, Structural Reform, Institutional Theory, Emerging Markets*

Article Highlights

- Longitudinal analysis reveals persistent institutional governance as the core growth impediment.
- Mixed-methods design triangulates macroeconomic data with executive insights.
- Prospects hinge on resolving administrative constraints over macroeconomic fixes.
- Firms must develop robust stakeholder strategies to navigate institutional voids.

Policy Imperative

Interventions should prioritise streamlining regulatory procedures and enhancing public-sector transparency to unlock enterprise development.

This diagnostic framework juxtaposes longitudinal trends with contemporary managerial perceptions.

ABSTRACT-ONLY PUBLICATION

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