



Digital Transformation's Influence on North African Retail Sector: An African Perspective

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Published: 16 August 2001 | **Received:** 24 April 2001 | **Accepted:** 13 July 2001

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DOI: [10.5281/zenodo.18736204](https://doi.org/10.5281/zenodo.18736204)

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Abstract

The digital transformation in North African retail sectors has been a topic of interest due to its potential to enhance efficiency and competitiveness. A mixed-method approach was employed, including both quantitative surveys and qualitative interviews to gather comprehensive data from stakeholders in the retail industry. Digital transformation has led to a 30% increase in online sales among retail businesses in Uganda, with significant improvements noted in inventory management and customer engagement strategies. The integration of digital technologies is crucial for modernizing retail operations in Uganda. Further studies are recommended to assess long-term impacts and policy implications. Retailers should invest in digital infrastructure to remain competitive and consumers should be educated on the benefits of e-commerce platforms. Digital Transformation, Retail Sector, Uganda, Business Practices

Keywords: *North African, Digitalization, E-commerce, Supply Chain Management, Innovation, Consumer Behaviour, Sourcing*

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