



# Comparative Business Practices in Senegal's African Context, 2007

Amadou Diop<sup>1</sup>, Fatimata Touré<sup>2</sup>, Mahamatou Sall<sup>1,3</sup>

<sup>1</sup> Department of Research, Cheikh Anta Diop University (UCAD), Dakar

<sup>2</sup> Department of Research, Institut Pasteur de Dakar

<sup>3</sup> Department of Advanced Studies, Institut Sénégalais de Recherches Agricoles (ISRA)

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**Correspondence:** [adiop@hotmail.com](mailto:adiop@hotmail.com)

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## Author notes

*Amadou Diop is affiliated with Department of Research, Cheikh Anta Diop University (UCAD), Dakar and focuses on Business research in Africa.*

*Fatimata Touré is affiliated with Department of Research, Institut Pasteur de Dakar and focuses on Business research in Africa.*

*Mahamatou Sall is affiliated with Department of Advanced Studies, Institut Sénégalais de Recherches Agricoles (ISRA) and focuses on Business research in Africa.*

## Abstract

This study examines comparative business practices in Senegal within the broader African context. A qualitative comparative analysis was employed, involving in-depth interviews with industry experts, focus group discussions, and secondary data review from various sources to provide a comprehensive understanding of the business landscape in Senegal. The research revealed that despite significant economic growth, regulatory compliance issues remain a substantial challenge for businesses operating in Senegal. Specifically, there is an uneven distribution of investment across sectors with agriculture accounting for approximately 20% of GDP but receiving only about 15% of total foreign direct investments. The analysis underscores the need for improved regulatory frameworks to enhance business predictability and investor confidence, particularly in areas such as intellectual property rights and environmental regulations. Policy recommendations include strengthening enforcement mechanisms for existing laws, fostering a conducive investment climate through targeted incentives, and enhancing collaboration between government agencies and private sector stakeholders.

**Keywords:** *African geography, comparative analysis, qualitative methodology, business environment, cultural context, economic policies, regional studies*

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