



Comparative Business Practices in Central African Republic: An Exploratory Study

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Published: 10 April 2006 | **Received:** 14 January 2006 | **Accepted:** 18 February 2006

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DOI: [10.5281/zenodo.18838007](https://doi.org/10.5281/zenodo.18838007)

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Abstract

Central African Republic (CAR) is a landlocked country in Central Africa, characterized by significant economic challenges and political instability. The agricultural sector remains crucial but faces numerous constraints such as low productivity, limited access to markets, and insufficient infrastructure. Qualitative research was employed to collect data from interviews conducted with local farmers, traders, and government officials. Data analysis involved thematic coding and comparison across different regions within CAR. Findings indicate that despite the prevalence of small-scale farming, there is a notable diversity in business practices among regions, influenced by factors such as climate, market access, and community networks. The study reveals significant regional variations in business strategies and their effectiveness, highlighting the need for tailored agricultural support programmes to address local specificities. Recommendation for policymakers includes targeted interventions that consider regional differences and promote sustainable agricultural practices with improved market linkages.

Keywords: *African geography, qualitative research, cultural economics, indigenous knowledge systems, comparative analysis, postcolonial studies, ethnography*

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