



# Sustainable Development Strategies in Senegal's Small Businesses: A Comparative Analysis

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## Abstract

Sustainable development in small businesses is crucial for economic growth and environmental preservation in Senegal. A comparative case study approach was employed using secondary data from government reports and industry surveys. Senegalese small businesses in the agricultural sector showed a significant interest (65%) in adopting sustainable farming techniques compared to urban-based businesses. Findings highlight the effectiveness of public-private partnerships in promoting sustainable practices, particularly in agriculture. Policy makers should incentivize and collaborate with stakeholders for wider adoption of sustainable development strategies. Sustainable Development, Small Businesses, Senegal, Public-Private Partnerships

**Keywords:** *Sustainable Development, Small Businesses, African Economies, Policy Analysis, Stakeholder Theory, Environmental Sustainability, Comparative Economics*

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