



Comparative Business Practices Across Senegal's Urban Regions in the Early 21st Century

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Abstract

This study examines business practices in Senegal's urban regions during the early 21st century, focusing on comparative studies of African cities. A qualitative research approach was employed, involving in-depth interviews with local entrepreneurs and analysis of secondary data from government records and academic sources. A significant finding is that urban regions exhibit varying levels of economic integration, with Dakar demonstrating higher market sophistication compared to less-populated cities like Ziguinchor. The study concludes by highlighting the unique challenges and opportunities faced by businesses in Senegalese urban environments. Recommendations include fostering regional collaboration for shared development initiatives and encouraging cross-cultural business training programmes.

Keywords: *African geography, qualitative methods, urban sociology, cultural studies, business environment, market dynamics, indigenous knowledge systems*

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