



Comparative Business Practices in African Regions: A Focus on the Republic of Congo

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Abstract

This study examines comparative business practices across various African regions, focusing specifically on the Republic of Congo. The study employs a comparative analysis approach, drawing data from secondary sources such as academic journals, government reports, and industry publications to provide insights into business practices across different geographic areas within Africa. A thematic framework is used to categorize the findings based on key business indicators. A notable finding is that Congolese businesses often rely heavily on informal networks for client acquisition and supply chain management, which contrasts with more formalized practices observed in other African regions. The study concludes by highlighting the importance of understanding local market dynamics to effectively operate in the Congolese business environment. Recommendations include developing strategies that can leverage both informal and formal networks for client acquisition, along with initiatives aimed at improving supply chain transparency and efficiency.

Keywords: *African Geography, Comparative Analysis, Business Environment, Sub-Saharan, Institutional Framework, Development Studies, Economic Policy*

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