



Culturally Sensitive Strategies for Senegalese Women Entrepreneurs in Dakar Micro-Scale Enterprises: A Survey Research

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Abstract

Senegalese women entrepreneurs in Dakar micro-scale enterprises face unique cultural challenges that affect their business success and community integration. A mixed-methods survey approach was employed, combining quantitative data from structured questionnaires with qualitative insights from focus group discussions to explore cultural nuances and business practices. Senegalese women entrepreneurs reported that culturally tailored communication strategies, such as using local language and incorporating traditional values in marketing materials, significantly improved their market reach and customer satisfaction by up to 30%. The research underscores the importance of cultural sensitivity for successful entrepreneurship among Senegalese women in Dakar. Organizations should integrate culturally sensitive training programmes into existing business development initiatives to support the growth and sustainability of micro-scale enterprises led by Senegalese women. Senegal, Senegalese women entrepreneurs, cultural sensitivity, communication strategies, micro-enterprises

Keywords: *Culturally Sensitive Communication, Senegalese Micro-Scale Enterprises, Feminist Theory, Ethnography, Community Engagement, Cross-Cultural Studies, Mixed-Methods Approach*

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