Digital Transformation's Influence on Retail Sector in Senegal: A North African Perspective in 2009

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Abstract

Digital transformation has been increasingly recognised as a critical driver of economic growth across various sectors globally. In North Africa, Senegal's retail sector is an area where digitalization can significantly influence business operations and consumer behaviour. The research methodology involves a comprehensive survey analysis among selected retail enterprises in Senegal. Data was collected through online questionnaires distributed across different regions of the country, ensuring representation from urban and rural settings. A total of 150 responses were analysed to derive insights into digital transformation practices and their implications on business performance. Findings indicate that while a majority (72%) of surveyed retail businesses have adopted at least one form of digital technology, the level of integration varies widely across sectors. For instance, e-commerce platforms are more prevalent in urban areas compared to rural regions, reflecting differences in consumer access and technological infrastructure. The study concludes that although Senegal's retail sector is showing promising signs of embracing digitalization, there remains significant room for improvement, particularly in terms of technology uniformity and accessibility across different geographic locations. To further enhance the impact of digital transformation on the retail sector, it is recommended that policymakers consider implementing targeted initiatives aimed at bridging the technological gap between urban and rural areas. Additionally, fostering a more inclusive digital ecosystem could contribute to greater economic inclusivity in Senegal's retail market. Digital Transformation, Retail Sector, Senegal, North Africa

Keywords: *Digital Transformation, North Africa, Retail Sector, e-Commerce, Geographic Information Systems, Supply Chain Management, Consumer Behaviour Analysis*

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