A THEORETICAL MODEL OF THE SUPPLY STRATEGIES OF CHAIN STORES IN CAMEROON

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ABSTRACT

The aim of this study is to develop a theoretical model that explains the supply strategies of chain stores in Cameroon taking the size of the market area as the dependent variable. To attain this goal, we first used interview guides in the first exploratory stage; we then used questionnaires to collect data on 87 chain stores and apply a linear logistic regression to build our first model. We finally tested the model using Pearson’s Chi Square to obtain a final theoretical model. Four principal recommendations are made and suggest that strategies like the sale product with distributor brands, the existence of warehouses for dispatching products, the existence of a unit for the centralisation of orders and the passing of orders by internet are important in explaining the supply strategies of chain stores in Cameroon.

Keywords: Consumer Analysis, Supply Strategy, Chain Stores.
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