



PRESS RELEASE

CFAO CONSUMER INAUGURATES A SEVENTH STORE UNDER THE CARREFOUR BRAND IN CAMEROON

Douala, Novembre 10, 2023 - CFAO Consumer inaugurates a seventh store under the Carrefour brand during a ceremony which took place in the presence of Sirs Luc Magloire MBARGA ATANGANA, Minister of Commerce, Samuel Dieudonné IVAHA DIBOUA, Governor, Polycarpe BANLOG, President of the Littoral Region, Roger MBASSA DINE, City Mayor of Douala and Philippe MARCILLON, MD of CFAO Consumer in Cameroon.

Located on the right side of the Wouri in the Bonaberi district, on a plot of land of nearly 6,000 m², CFAO Consumer built its seventh store under Carrefour brand with a commercial area of 1,500 m² with 70 car park places and two restaurants well-known in the country: la Force du poulet and Carino Italian food.

Carrefour market Bonaberi confirms the DNA of the brand with its strong areas of differentiation: 7,500 references at the best price with quality fresh products, local products and exclusive Carrefour brand products ;strict traceability and hygiene standard to garanty food safety and merchant's services to simplify customer's lifeand improve their purchasing experience.

Philippe MARCILLON, MD of CFAO Consumer Retail Cameroon explains « *I am proud to open this new store in Bonaberi. Its is a concept at an international standard level which brings together under the same roof our seventh store under Carrefour brand in the country – the fifth in Douala – and two restaurants. On this site, we will do our best every day to offer the inhabitants of Bonaberi a wide and quality assortment; best prices and an incomparable welcome. »*

The opening of this Carrefour supermarket allows the creation of 115 direct jobs to everyday operate the store. 115 jobs plus 16 additional packers and 20 other jobs such as for security and cleaning.

Nearly 1,550 training hours have been delivered to the team to prepare this opening.

It was in 2017 for the opening of the first Carrefour store in Cameroon that Natacha Jeannette NJANKOUO NDOME married BANGWENY joined CFAO Consumer. Transferred to Yaoundé in 2019 as PGC Manager, she is appointed Sector Manager of the Carrefour Warda hypermarket in 2022 before being promoted to Director of Carrefour market Bonaberi.

Dorette EPOSSI NDONG also joined CFAO Consumer in 2017. In 2022, she is appointed Bakery team leader at the Carrefour hypermarket of Warda in Yaoundé. With the opening of Carrefour market Bonaberi she is promoted Manager of the bakery, viennoiserie and pastries department. First woman in the CFAO Consumer network to hold a workshop Manager position, Dorette explains « *bread is very important in Cameroon and Carrefour recipes are very popular with our customers. I am proud to produce them everyday and also to manage an important department of Carrefour store. With my team, we are ready to take on the challenges and will do our best to satisfy our customers!* »

Alice Florence KUEKAM, DHR at CFAO Consumer Retail in Cameroon explains: « *This opening was an opportunity to promote fourteen employees coming from our other Carrefour stores already open in the country. In this regard, I salute our two employees who are accessing management positions in our specific universe of modern trade : they are the store Director and the Manager of the bakery, viennoiserie, pastry department both from the internal promotion and loyal collaborators since they joined us at the very beginning of the adventure of CFAO Consumer in Cameroon in 2017. We are very proud to see them grow and to give everyone the opportunity to develop professionally.*»

CFAO Consumer Cameroon has today **1,150 employees**. It has 4 shopping malls (Bonamoussadi, Ekié, Bonaberi and Playce Yaoundé) and deploys **Carrefour** brand with already 1 hypermarket and 1 supermarket in Yaoundé and 5 supermarkets in Douala, 1 economic supermarket **Supeco** in Douala, and a Club of Brands in Yaoundé with 3 stores: **Lacoste, Jules** and **La Grande Récré**.

Discover CFAO Consumer in Cameroon

<https://www.cfaogroup.com/fr/consumer/cfao-retail/>

<https://www.linkedin.com/company/cfaoretail/>

En savoir plus sur CFAO Consumer au Cameroun

<https://www.carrefour.cm/>

<https://www.facebook.com/CarrefourCameroun/>

<https://www.instagram.com/carrefourcameroun/?hl=fr>

<https://www.playce-yaounde.cm/>

<https://www.facebook.com/PlayceYaounde>

https://www.instagram.com/playce_cameroun/

<https://www.playce-yaounde.cm/boutiques/jules/>

<https://www.playce-yaounde.cm/boutiques/lacoste/>

<https://www.playce-yaounde.cm/boutiques/la-grande-recre/>

<https://www.facebook.com/LaGrandeRecreCM>

<https://www.supeco.net/>

<https://icrafon.com/>