**Africa's natural resource richness promise a bright future for its developing countries.**

**Key learnings**

1. Informal retail in Sub-Saharan Africa is a rapidly growing consumer market
2. Informal traders still perform outside of regulatory bodies
3. A business strategy for Informal retail is as important as a modern strategy for bigger corporates.
4. Some examples financial service providers who are targeted at Informal retailers are “Nomanini” and the very famous one “Mpesa”
5. Informal traders remain successful in the African continent because they provide:

* Fresh foods
* Lower prices
* Personal interaction