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**CULTURAL ASPECT OF DOING BUSINESS IN CAMEROON AND
BUSINESS OPPORTUNITIES**

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ABSTRACT

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<p>Cameroon is a developing country doing everything in it power to make the country an emerging one in the year 2030. Cameroon location makes It a gate way for the inflow and outflow of goods and services within the CEMAC zone.</p> <p>Cameroon is the second bilingual country in the world after Canada. Two official languages are spoken in Cameroon both French and English which are the two most used languages in the world of business and international trade.</p> <p>Cameroon is the only country in the world with the most diversified culture with more than 240 different ethnic group with their respective dialect. The main tribes in Cameroon are the Bamileke, Douala, Hausa, and Kribi. These are the most dominant culture in Cameroon in terms of authority and position in the country.</p> <p>Cameroon is a situatable country for investment due to the good business atmosphere put in place by the government for foreign investors, the country is also blessed with abundant natural resources such as Timber, Cocoa, Oil, Petroleum, Gold, Diamond, Banana, and Gas. These resources one can invest in Mining, Agriculture, Plastic recycling, Banking, Food manufacturing, music business, and movies business.</p> <p>The constraint of this thesis will focus on the area the research would not cover due to one reason or the other. The research will focus more on the major business cities of Cameroon and not all the 10 provinces of Cameroon. The thesis will focus more on the diversities cultures in Cameroon and how it's affect business in Cameroon, and the Cameroon's economy. The researcher being a student will face some financial difficulties as the topic requires him to exploit 10 provinces with a population of over 23 million inhabitants and 240 tribes, the researcher will also be limited by distance as he lives in Finland and the research is being taken in Africa (Cameroon) but thanks to advanced technology the researcher will exploit the use of social medial such as emails, phones and google in order obtain information and martial, and finally the researcher will not have enough information's as the work is being done by a single person.</p>		
Key words Business, Cameroon, Culture, Opportunities		

ABBREVIATIONS

CEMAC (Central African Economic and Monetary Community)

CPDM (Cameroon People Democratic Movement)

ECCAS (Economic Community of Central African State)

EUR (Euro)

GDP (Gross Domestic Product)

IFZ (Industrial Free Zone)

PLC (Public limited Company)

LLC (Limited liability Company)

FDI (Foreign Direct investment)

SMEs (Small and medium size enterprises)

USD (US Dollar)

WTO (World Trade Organization)

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ABBREVIATIONS
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1 INTRODUCTION

Cameroon is a developing country located at the center west of Africa. This is a small country with a population of more than 23 million inhabitants. The country is bordered by Central Africa Republic, Nigeria, Gabon, Equatorial Guinea and Chad. There are 10 provinces in Cameroon and among these provinces only 2 are English speaking both in the North West and South West. Cameroon has two official languages English and French making it a second bilingual country after Canada. In addition to that, there are more than 240 different ethnic groups with different dialects. The country is naturally blessed with resources and is often known as Africa in miniature due to its diversified natural resources and culture.

Cameroon poses natural resources such as Timber, Cocoa, Oil, Petroleum, Cassava, Banana, Gold, Diamond and other precious stones. In Cameroon, agriculture is the fastest growing sector in the economy and the government is investing a lot in this sector to exploit the abundant fertile and Arabia soils in Cameroon.

Politically, the country is ruled by CPDM (Cameroon people Democratic Movement) under the leadership of his Excellency Paul Biya who is currently in power for more than 35 years. This party also has the largest number of people in both the national assembly and the senate. Other political parties exist such as the SDF who has been a rivalry party with CPDM under the leadership of Ni John Fru NDI, (Cameroon Overview-world bank 2018)



Graph 1. Map of Cameroon

1.1 The aim of the thesis

The constraint of this thesis will focus on the area the research would not cover due to one reason or the other. The research will focus more on the major business cities of Cameroon and not all the 10 provinces of Cameroon. The thesis will focus more on the diversities cultures in Cameroon and how it affects business in Cameroon, and the Cameroon's economy. The researcher being a student will face some financial difficulties as the topic requires him to exploit 10 provinces with a population of over 23 million inhabitants and 240 tribes, the researcher will also be limited by distance as he lives in Finland and the research is being taken in Africa (Cameroon) but thanks to advanced technology the researcher will exploit the use of social medial such as emails, phones and google in order obtain information and martial, and finally the researcher will not have enough information's as the work is being done by a single person

1.2 Methodology

The methodology of this research will be both quantitative and qualitative approach in the research findings, by quantitative approach a questionnaire will be issued the correspondents on ground to ex-

tract information from them. The qualitative approach will incorporate and oral meeting with the respondents, this meeting will be led through phone while helpful and specific inquires will be asked to the correspondents to get sensible data from them. Besides, the researcher will make utilization of literary works and other important information for example books, diaries, websites likewise glance on great authors in this domain of research will be inspected and investigate for this thesis extend. The research will attempt to cover sensibly respondents from various social foundations and tribes in Cameroon.

2 THE CULTURAL ASPECT OF CAMEROON

In this chapter the author will look at culture in a large view and the Cameroon culture will be particularly dissected. Moreover, the assessment and meaning of culture published by scholars about Cameroon will be inspected and utilizing the most noteworthy cultures and traditions in Cameroon. In the present business, culture assumes a key part or to a high degree impacts the disposition, observation, and the basic leadership of a person

2.1 Definition of culture

Culture is a broad idea as it grasps all factors that impacts a person's thinking procedures and shape conduct. It impacts both our inclination, choices and our general point of view of our general surroundings. Considering the reality that most human practices are not intrinsic but rather learned, demonstrate that culture is procured after a given period.

In the year 1998 Hofstede contended that culture is a fluffy idea that can be seen from two points of view that appears between related and confounding. He expressed that culture could be seen from a tight viewpoint to signify "progress" and in the wide point of view as humanities which includes considering, feeling and acting. Moreover, culture is a mix of material and profound riches composed by man through the procedure of social and authentic improvement.

H.H Stern (1983, 36.) segmented culture into three distinct classes: firstly, Material Culture, secondly Framework Culture and thirdly Mental Culture. Material culture manages all the man-made material creation supported by human progress, for example, transportation, garments, and so forth, this part of culture is visible and can be surveyed and evaluated. Framework and mental Culture manages the presence of the living framework like religion, social framework, family framework, conduct, thinking and considering and furthermore feel. The two classifications have a place with the imperceptible or concealed culture.

Savignon & Sysoyev (2002, 513.) these scholars defined Culture as the formation of a system of symbols, norms, belief, meanings just to list a few, which can move from one generation to another and

which attributes, differentiated groups of people with distinct features such as origin, gender, religion, race, socioeconomic class, ethnicity and political views.

2.2 Business Culture and Communication in Cameroon

2.2.1 Conversation

The numerous diversity of Cameroonians makes it difficult for one to communicate with them for fear of not offending them. It is advisable to start the conversation with football because the Cameroon's national gives an image of national solidarity. It is without a doubt the best subject that could be used as a springboard toward other. In addition to that, it is not advisable to ask someone about his religion because they will feel that you are trying to judge them on their beliefs and this may cause a hostile response and relationship. (Cultural information Cameroon 2014)

2.2.2 Perspective

Cameroonians are extremely expressive in talking and dialogs can undoubtedly get warmed and forceful. This is mostly common during the contract negotiations or buying and selling of commodities. Cameroonians are fun of making jokes during negotiations which may contradict with the European or western ways of doing business. Also, Cameroonians scarcely say no when asked a question they rather give you an unclear or wrong answer to the question. For example, when asked if they know the total population of the world they will just say about 3 billion. (Cultural Information Cameroon 2014)

2.2.3 Display of emotion

In Cameroon, it is uncommon to see people kissing or holding hands as lovers in public. They are often careful with way they act and express themselves in public. Those who do such are very few in Cameroon and Cameroonians are very straight forward if they do not like something about you they just tell you. Other display of emotion like anguish is extremely open and normal. Affection is likewise exhibited in the way individuals call you. Kids call more elderly ladies ta ta and men ton ton. Adults can call more elderly men and ladies father and mom to demonstrate regard and love. (Cultural Information Cameroon 2014)

2.2.4 Dress, Formality and Punctuality

Generally, in Cameroon people are neatly dressed and with good quality of well iron suit. Also, due to the intense heat they have in Cameroon you will rarely see someone with heavy clothe. In the private part, promptness and neatness are normal at work. Individuals are being compensated for good job that is, always there for work, meeting up with the dead line and creative but you will scarcely see a Cameroonian taking extra time to complete a task

Most of the time, partners and even bosses use the casual type of "you" "tu" in French and frequently call each other by their first names. It is prescribed that while tending to bosses at work, regardless of whether you are very friendly with them you use Mr. or Mrs. trailed by their last name. Expect to hear individuals talk sometimes in their lingo and vernaculars at work. This is typical in Cameroon. (Cultural Information Cameroon 2014)

2.2.5 Privileges and favouritism

In most of the companies in Cameroon about 60 per cent of the staff comes from one ethnic group. This is one of the main problems of young graduate aspiring to apply the knowledge they have acquire in school. They often have their CV rejected simply because they are not of the same ethnic group with the boss. There is a common say in Cameroon known as man know man which means for you to obtain a work contract or promotion or jobs privilege you must be related to the boss either by blood or related friend. However, this does not mean that the other workers do not obtain some degree of privileges as managers always rewards those who deserves it, but the most common people who receive privileges and favouritism are those related with boss by either the same ethnic group or blood. (Cultural Information Cameroon 2014)

2.2.6 Conflicts in the workplace

It is best to directly stand up to your partner if you have a business-related clash with him. Look for a suitable time to go to his office or welcome him to yours to talk about it with him. Most of the time, some of them would not love to meet with you, then you can as well inform one or two co-workers to join you go speak to him. Cameroonian are often open-minded people and always to make peace with one another. (Cultural information Cameroon 2014)

2.2.7 Motivating local colleagues

In Cameroon most employees lack motivation from their employer, thus making them not to perform well with their work, in a nation where purchasing power is low and steady employments. When individuals have one, on the off chance that they trust that they do not have a possibility of finding a superior one somewhere else, they will do everything conceivable to keep the activity that they have as of now have, for reason being that they are going to work hard and thus contribute to the growth of the company. Assuming in addition, the bosses or supervisors of the organization make a decent reward framework to remunerate their representatives' endeavours while advancing solid sentiment camaraderie among the labourers; this can turn into an extra motivational factor for everybody. In this manner, the coveted prizes will soon take after. (Cultural information Cameroon 2014)

2.3 The different tribes in Cameroon

Cameroon is a country with many societies and tribes, as expressed earlier Cameroon has over 240 different tribes with the societies same number as tribes. With the end goal of this task, we will concentrate on the major noteworthy cultures in Cameroon.

2.3.1 The Fulani

The notion of the origin of the Fulani has never been understood, many people argue that they originated from the northern part of Africa while others say they are Arabic by origin. This is because most of them have lighter skins and long hairs. The Jihads and the holy war was the forceful means of converting the Fulani into Islam. The Fulani in Cameroon are known as a group of very proud people. They boast a lot of having most their elite in the house of assembly and thus feel they are stronger than others. The Fulani main business activities in Cameroon are cattle rearing. This is much value within the Fulani that they train their children on how to rear cattle, most of the Fulani in Cameroon have very little or no education. A Fulani wealth is determined by the number of cows he owns.

The Fulani are very fearless and brave. They do not fear any bother even the head of states always makes sure he government meets to their needs to avoid conflict with other tribes. One of their special features is that no one can see the face of married women except their husband, and they are group of people who prefer living in an isolated area in the form of small village. In Cameroon today, the Fulani

are in the following cities Maroua, Garoua and Ngaoundere and some are in the North West province Bamenda. (Africa Guide 2018)

2.3.2 The Douala

The Douala is considered as the most educated tribe in Cameroon, many people believes that it is because they have a good relationship with the Europeans. Today, the Douala represents 12 per cent of the total populace and they also have the same origin as Batanga, Bassa, Ewodi, Bakoko and Isubu. The language the Douala speaks is Douala. The economy of the Douala is predominantly with dealer and cultivators which has had a great success imposed to them by the German annex masters. The Douala people enjoy lots of the economic development in Cameroon because Douala itself is the economic capital of Cameroon. (Ethnic group of Cameroons 2017)

2.3.3 The Bamileke

The Bamileke are originated from Egypt and in Cameroon they are commonly known as the Semi Bantu group. These groups of people are mostly located at the western or northwest part of Cameroon. The Bamileke are 38 per cent of Cameroon total population making it a single largest tribe in Cameroon. There also exist some other small ethnics group within the western part of Cameroon who shares the same language and culture with the Bamileke tribe. Some of these ethnics group includes: Tikar, Bamum. The language the Bamileke speaks is Yemba, Ghomala, Medumba and Fe fe. In Cameroon the Bamileke has succeeded in spreading in all parts of the country with their very effective technics in agriculture. The Bambileke poses most of the cultivated lands in Cameroon and most of the work is done by the women. (Ethnics groups of Cameroons 2017)

Kirdi is a group of individuals residing north-western part of Cameroon. The name Kirdi implies agnostic and was used to represent the groups of ethnics groups which decided to convert to Islamic. The Kirdi today is 18 per cent of the total populace, and their common language spoken is Chadic. (Ethnic groups of Cameroons 2017)

3 STARTING A BUSINESS IN CAMEROON

The Cameroon government are relentlessly working hands in glove by developing strategies on how to persuade foreign investors to invest and do business with Cameroon. Cameroon is a god country for investment based on its numerous natural resources and a unique diverse culture. The government opens the door for foreign investors to invest in Tourism, agribusiness, transportation just to list a few to boost its economy. Investors in Cameroon has nothing to lose because they can transfer more than 75 of their profits to their home country, they can also benefit from 10 years of free tax after the start of the company, they will also start paying 15 per cent of their profit beginning from the 11th year. In Cameroon, companies can be in the form of sole proprietorship, partnership, public limited companies (PLC), private limited company, limited liability company (LLC) and each of these companies has respective procedures while starting any of the above.

3.1 Sole proprietorship

A sole proprietorship is a business owned by a single entrepreneur or family, these types of business are very common an easier to start in Cameroon. The following points are the procedures of starring a sole proprietorship in Cameroon:

- Registration in the commercial register: starting a business in Cameroon you need to register your business in a commercial court registry. You also need to have the following documents at your disposal before going to the commercial court of registry, a copy of birth certificate, ID card, a copy of non-criminal record, marriage certificate if needed and documents of personal assets.
- Tax registration: The Cameroon tax centre is the only place in Cameroon you apply for your taxpayer. To obtain this, you need to produce a copy of trade registration, a copy of ID card, and then business location.
- CNPS: This is a labour inspector and when you have employed your first worker, you need to declare it to the CNPS office to acquire an enlistment application form; you will likewise need to deliver your business registration card, business location, your company structure, ID card, and renting documents if your company is renting the place for its activities, usually, this free of charge.

3.2 Public limited and Limited Liability Company

In Cameroon, to create a public limited company (PLC) or Limited Liability Company you need to have a minimum capital of 1 and 10 million respectively. The procedures of starting a public or private limited company is almost like that of the sole proprietorship the only different is that you can elect a loyal to register your company for you or do it yourself. The following points are procedures in starting a public or private limited company in Cameroon.

- ✚ The name of the company
- ✚ The total amount of capital invested
- ✚ The headquarter and its respective branches
- ✚ The company's activities
- ✚ The nationalities of business partners, their respective place and date of birth, ID card and married documents if applicable.
- ✚ The personal information of the company executive member such as ID card, date and place of birth, contact and address information
- ✚ A copy of certified funding act
- ✚ A signed statement which state the company activities is not illegal and this procedure is usually done within 75 days
- ✚ A certified document containing the partner name, and the given period they signed a contract with the company. (setting up a business in Cameroon)

4 THE ECONOMY OF CAMEROON

Cameroon economy has been at a steady growth rate since 2009, the IMF later declared in 2012 and increase in the economy by 4.7 per cent. Thus, the economy increased by 2.7 per cent as compared with the 2.0 in 2009. The GDP was 5 per cent in 2013 and the government expected the GDP to increase by 5.5 per cent in 2014. These constant growths in Cameroon GDP made the IMF predict that Cameroon economy development could rise till 6.5 per cent in 2018. (A look At Investment Opportunities in Cameroon 2013)

Cameroon location and the central west of Africa make it a good marketable country to its neighbouring countries such as Gabon, Chad, and Nigeria just to list a few. Cameroon economy enjoys lots of economy diversities such as oil, aluminium, timber, mining and agriculture. In recent years there has been a general fall in the price of oil. However, oil remains Cameroon main export product of about 40 percent of Cameroon annual exports. The Cameroon government works hand in glove with the IMF to improve on the production and qualities of agriculture products; this is because Cameroon is becoming a main supplier of food to its neighbouring countries.

Cameroon is a country blessed with lots of natural resources and the government maximize these potential resources to boost its economy. Recently, the government is investing a lot in to hydropower like the Lom Panger hydropower project currently going on and other major projects such as the construction of the deep-sea port in both Limbe and Kribi. This will facilitate the movement of goods in and out of the CEMAC zone. (Cameroon Economy Profile 2018)

4.1 The Main Sector of Industry

The primary sector in Cameroon is becoming the main sources of economy growth as it contributes more than 23 percent of the nation GDP and reducing the rate of unemployment in the economy by 61 per cent, but oil remains its main exporting goods. Cameroon is an exporting country of major food stuff both in near and far markets; it is the 3rd exporter of cocoa in Africa and a major exporter of rice, timber, gas, banana, rubber, cotton and so forth. The Cameroon government is also investing in to forestry and fishing.

The secondary sectors remain Cameroon growing sector in the economy with a net figure of 28.5 per cent of the GDP with an employment rate of 9 per cent of the populace. In this sector, the main activities here are food processing companies, the manufacturing of semi and finished products. The tertiary is the largest sector in Cameroon economy with an estimated figure of 48.7 percent of the GDP which is more half of the total GDP in Cameroon with an employment rate of 22 per cent of the active populace. (Cameroon Economy and political Overview 2018)

In terms of trade, Cameroon is an open country to trade and businesses. The government is open to International trade and is a member of CEMAC, Commonwealth and the Economic Community of Central African States. In 2016, the country signed a free trade agreement with the European Union and some Asian countries such as China, India and Japan. Cameroon export mainly agricultural products, gas and fuels to Europe and Asia and they imports finished products such as cars, phones, computers and so forth. The table below shows the different indicators of Cameroon foreign trade (Cameroon Economy and Political Overview 2018)

Cameroon is aimed at not only trading with neighbouring countries as they also want to trade within the international level. Cameroon has signed an agreement with the European market known as EPA (Economic Partnership Agreement) in 2016 for the exchange of goods and services. As marked by the European Commission, this agreement makes arrangement for obligation and giving Cameroon the free access to the EU showcase for an exporting market in Cameroon. As a matter of facts, Cameroon will steadily open its market to European market till they arrived at their main aim an emerging country in 2032. The agreement additionally covers help for exchange in institutional issues, debate settlements, and in the provision of accommodation for further transactions on other exchange related issues, for example, licensed innovation and rivalry approach. (Central Africa Trade European Commission 2018)

The inflation is the persistent increase in price in a given economy. Cameroon inflation rate has been 1.70 percent since the beginning of 2018, and the Government expects the inflation rate to remain at 1.60 percent before the end of 2018

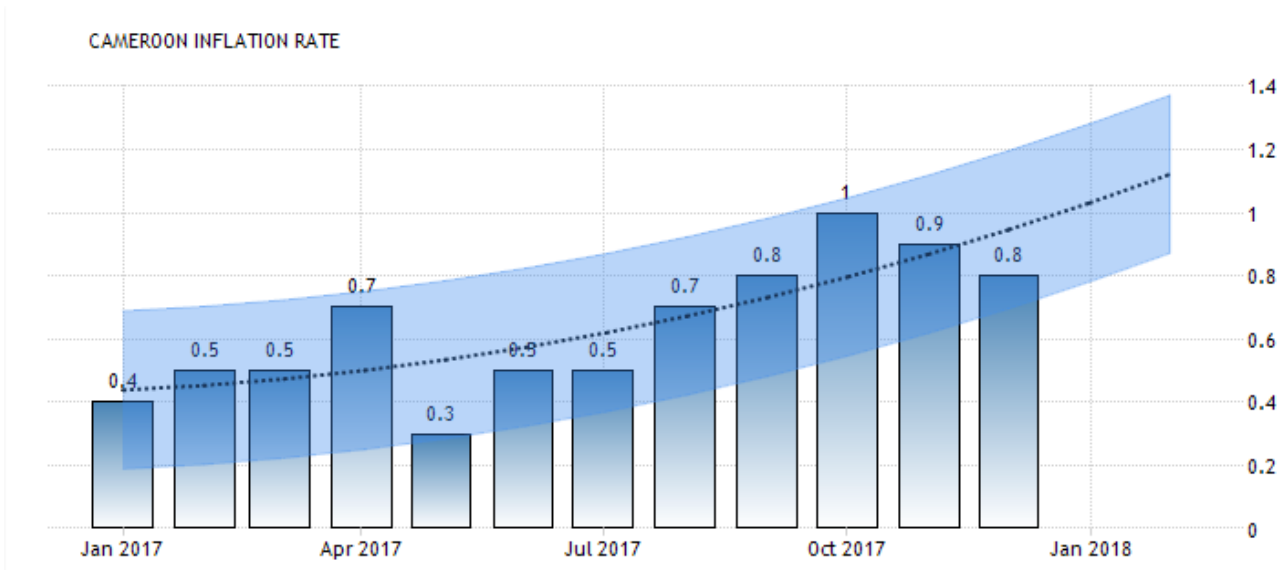


Figure 1 Cameroon inflation rate (Tradingeconomic.com)

The latest GDP recorded by Cameroon was in the year 2016 and statistic shows that the GDP was approximately 1357.10 US dollars. Which sum up to 11 percent of the world GDP



Figure 2 Cameroon GDP per Capita (Tradingeconomics.com)

4.2 Difficulties encountered by the Cameroon government

4.2.1 Corruption

This is a common issue with the people of Cameroon, as there is a high increase of corruption in the country both in the private and public sectors. During this some people turn to be too rich and some poor depending on their bargaining power. This has also slowed down the rate of businessmen and investors in the country.

4.2.2 Insecurity in the North of the country

As earlier said Cameroon is known as one of the peaceful country in Africa, but of recent there has been some instability in the north of the country. This comes as results of some terrorist attack known as the Boko Haram. This has also cause many people from the north of the country to migrate to other parts of the country, which consequently brings down the economy of the north and GDP of the country. The government is working hands in glove to solve this problem.

4.2.3 Poor and inadequate infrastructure

Cameroon is a third world country and thus has poor infrastructure in some parts of the country due to lack of maintenance and renovation. This can be seen by poor roads, railways, hospitals, water, schools, power, sea and airports and so forth. This is another issue the government is fighting every day to improve and increase the living standards in the country.

4.2.4 High rate of unemployment

Despite the numerous diversities of potential Cameroon possess they still have unemployment issues, there is a rapid growth of unemployment in the economy within the recent years of about 40-50% with more than 50 % in the country side. This is because the government focus more on the public sector than the private sector which is now dominating the market. Many people in the country runs to the public sector for work neglecting those private sectors can offer leading to unemployment in the economy. (What are the biggest problem in Cameroon 2015)

5 THE BUSINESS OPPORTUNITIES IN CAMEROON

As previously mentioned, Cameroon is otherwise known as Africa in miniature. Cameroon appreciates a large and wide range of potentials. About 90 % of the African ecosystem is found in Cameroon, this is attributed to the discovered mining assets such as rutile, bauxite, zinc oxide, gold and precious stones. Also, Cameroon is a country rich with horticulture potentials with more than 22 million hectares of woodlands and more than 70 different species of wood, with an extensive amount of water. In addition to that, Cameroon with its good geographical location eases the movement from one country to the other within the CEMAC region. The following points are some reasons many people are attracted to invest in Cameroon

5.1 Natural endowment

Cameroon is blessed with a lot of natural resources. The country has a good fertile soil for agriculture and it is known as one of the world's supplier of agricultural products both in the west and European market. The cash crops Cameroon exports are banana, tobacco, rubber, pineapple, cocoa beans and other natural resources as timber oil and petroleum. Most of Cameroon's natural resources are unexploited such as gold, diamond and bauxite and hydropower.

In 2002, the Cameroon government created an investment code which gives the freedom of free investment in Cameroon and the ability to be a single owner of an enterprise. This investment codes create a favourable atmosphere and encourages all nationalities and culture to invest in Cameroon as they receive good subsidies and tax holidays. A good example is the creation of an IFZ for industries whose products may be harmful to its environment.

5.2 A gateway to the CEMAC region

The strategic location of Cameroon in the central west of Africa makes it a gateway to its neighbouring countries in the CEMAC zones. The Douala international sea port has been the main port in the CEMAC zone for the inflow and outflow of goods and services. Lately, the government has created two deep sea ports both in Kribi and Limbe which will help in the development of the CEMAC zone.

Cameroon is a member of the CEMAC zone which uses a stable currency the Franc CFA (XAF) which they obtained from their colonial master France. This currency is fixed in the international market as 1 XAF= 655.96 EUR and 1XAF= 557.68USD. (www.xe.com). the country is also bilingual country that is they speak both French and English which are there two most used languages in business and international trade. (5 Reason to Invest in Cameroon)

Cameroon is still a developing country with poor financial system which makes it difficult for companies operate within the country. This also hinders the flow of cash and loan to start-up companies commonly known as SMEs for investment. Most of the banks in Cameroon are foreign banks because most of the domestic's banks lack capital and managerial control. (A look at Investment Opportunities in Cameroon 2013)

5.3 Food processing business

As earlier said Cameroon is a country blessed with abandoned natural resources. Most of these natural resources are been exported to the western and European market. Some of these products are cocoa beans, banana, oil, gas, timber, and petrol, gold, diamond just to list a few. For instance, Cameroon is one of the leading suppliers of cocoa, banana and timber in Africa but, yet they still import more of such products already processed for consumption. This is because of the lack of food processing companies in Cameroon. However, some food processing companies exist in Cameroon but there are still at the infant stage. Investing in such business will be 100 per cent successful for reason being that all they materials needed are available in abundance in the country. (Small business opportunity you can start in within Cameroon 2016).

5.4 Paper recycle business in Cameroon

Cameroon is still a developing country and most of the plastics bags used in the market, shops and pharmacy are non-recycling bags. On 10th April 2014 the Cameroon government banned the use of non-recycling bags in Cameroon. This is to reduce the amount of harmful waste products in the environment. This is a lucrative business to invest in because plastic bags a daily used commodity in Cameroon. Therefore, the business opportunity here is the production of recycling bags in Cameroon (Two emerging business opportunities in Cameroon and Africa 2015)

5.5 Agriculture

Cameroon has a very good strategic position in the CEMAC zone and the country is blessed with immense fertile soil for farming. The country is also blessed with immense rain fall of six months and more than 65 percent of Cameroon soils are arable. Cameroon is the fifth exporter of cocoa in the world, but the country lacks skills in the manufacturing of this good to semi or finish products ready for consumption. Rubber in Cameroon produces more than \$40 million in exports but the tire industry in Cameroon is still at an infant stage. The sub Saharan markets is mainly dominated by second hand tires from Europe and Asia which increases the rate of accident in this area. Cameroon has the potential materials for tire productions, but stills lack a lot on experts in the manufacturing of this products.

5.6 Mining

Cameroon has a large potential of mining opportunities. This is one of the unexploited resources in Cameroon and Cameroon has a good number of gold, iron and diamonds. Within recent years, many companies have been issued licenses to exploit Cameroon soils but has always failed in fulfilling the deal. The country is currently looking for entrepreneurs and companies to come do mining in Cameroon. (A look at investment opportunity in Cameroon 2013)

Cameroon is a third world country and thus has poor transport system. This has been one of the Cameroon government major issues in organising this sector. This is a serious problem to the government as congestion is almost every day. This is a good opportunity for investment because the massive are willing and able to pay for public transport to work and Journey within cities. A good transport strategy which will serve the large population and link different cities together will make good turn over in Cameroon. Foreign and private investments in Cameroon are always welcome by the government (Small business opportunities you can start within Cameroon 2016)

Cameroon Is now experiencing an evolution in their quality of internet access and communication. The arrival of the 3G network systems that is locally owned by Vietnamese had had a great impact in the network business of Cameroon. Before their arrival 2G was the best quality of internet access in Cameroon even though it was limited and not functioning in all smartphones but with the 3G who came with a higher, faster and good quality of internet in Cameroon. This network revolution made the two leaders of mobile market MTN and ORANGE to simultaneously invest in their quality of services that

is moving from 3G to 4G with an input of 75 billion francs each. According to real time statistic this impact had an increase in the network sector by 25.3 % at the end of year 2015, and which also made 4.3 million out of the estimated total population of 23 million of Cameroonians to benefit from this revolution (Brice R. Mbodlam May 2017).

In addition, on the 15 of September 2016 Vodaphone established itself in to the internet market with a new internet system LTE known as broadband internet. They had an initial investment of USD 40 million which they input the investment in both capital and economic capital of Cameroon which comprises of 85% of telecom in the national territory. In the short run Vodaphone had 15,000 customers registered in their system. Camtel who is Cameroon nation operator system merges with equatorial communication system in 2017 to provide a wireless system of internet in the national territory of Cameroon; this is to maintain the revolution of the internet market and to surpass the 4.3 million already using the 3G internet system.

Financial institution, industries and schools are now more productive and efficient with this new quality of internet access in Cameroon, but there is still a need for more investment because most of the above-mentioned statistics are recorded only in some part of the country. For this reason, the Cameroon government always welcome new investors with low taxes. (Business in Cameroon.com)

5.7 The music business in Cameroon

The music business in Cameroon is a significant energizing one. Cameroonians love to move, sing and have a lot of fun and it doesn't make a difference whether it's a Monday or the end of the week. Frequently, when Cameroonians have a lot of fun, it is joined by good music. The most brands of Cameroonian music are Mokossa, Bikutsi and the "Bensikin". Accordingly, the Hip-hop and R&B specialists who are attempting to make themselves known are still in the shadows.

Cameroonians have uncountable good and talented young musicians with good vocal voices and songs. The paradox here is that their popularity remains only within families and friends and to an extended the whole of Cameroon. This is because many of these young talented artists do not have any push or motivation in their careers; they lack sponsors, manager, and advertisement agent. They turn up doing thing by their own means which do not always last for long. They obtain little or no support from the minister of culture and thus cannot make a name in the music world.

However, there are some few artists who are up rising and succeeding in the music industry through the help of some foreign sponsors and agent. Some of these artists are Magasco, Mr. Leo, Daphne, Tenor, Minks, Stanley Enow, Jovi, Renis and so forth. These young talented artists are revolutionising the Cameroon music industry and are making millions of FCFA (franc c19fa). For example, Stanley Enow 168 million FCFA according to (www.thenetworthportal.com), Magasco \$20,00 <http://exposepic.com>, Jovi 7.1 million FCFA (<http://exposepic.com/>).

This is a prove that the music industry in Cameroon is a good business opportunity to invest in if little push and motivation is given to them as Cameroon has a huge diversity of young talented artists. (Gamnje Solange Mankeh 2013).

5.8 Movie business in Cameroon

Pascal Moma Gamih, Leader of Cameroon Actor Guild, CAMAG, says the film business in Cameroon is in critical need of actors and finance. He conversed with The Post about the significance of the film business and its difficulties and issues. Moma has acted in more than 22 motion pictures and says he is yet to be a star claiming there is next to no interest in the segment, which brings about poor showcasing and deficient media presentation. Many Cameroonians turn to love movies from other countries as Nigeria, Ghana and Ivory Coast thus making their own home movie industry to be less known. This has prompted some of Cameroon movies directors to invite some of these actors from Nigeria and Ghana to come have a role in some of their movies, this is just to promote their movies and make Cameroonians watch more of home made movies than abroad. (Cameroon post line 2011)

There are more 800 actors working individually in their careers and Cameroon film industry with little or no help from the government, but they fail to understand that movies is also a means of making the country known to the world thus bringing in more tourists into the country. For instance, America, India, China just to list a few often have a positive annual figure on tourism. Film industry can also be of an advantage to the economy as they reduce the rate of unemployment.

Cameroon is blessed with good and talented actors who produces good movies with good story telling but remains at an infant stage simply because they do not have sponsors to invest in their industry, so they can improve on the quality image of their movies. The government offers some support to them, but they still need more than that to have a place in the film market. (Eliza Anyangwe, Soni Methu and Colin Hancock May 2015).

5.8 The recycle business in Cameroon

Cameroon is a developing country and one of the government main problems for the past years has been the issue of waste management. In almost all cities of the country one finds waste objects such as plastics bottle, damaged used phones, used metals, and car battery. The illegal dumping of waste product in Cameroon was becoming unbearable and the government passed a decree in April 2014 for the abolishment of the used of non-recycle products in the production of goods and services. This has not really worked because there can still be trace of waste product in the environment, some scientist researcher came out with some local method of wastes management and recycling. This is a good initiative, but these methods can only recycle plastic waste products and not electric waste products. There is a great demand for foreign investors of invest in the recycling of electric waste products in Cameroon.

Become which is a company specialise in the recycling of waste products in Cameroon uses the plastics waste product to recycle ecological tiles and road pavement. This was supported by the government as they are using it in some cities in Cameroon for the construction of roads and houses; this is because these ecological ties are very strong, resistant and waterproof. Become recycle 51 tons of waste products annually and has more than 300 local employees. (Business in Cameroon n62: April 2018)

6 CONCLUSION

Cameroon is a bilingual country who speaks both French and English. These languages are the most common language used in the business world today. Also, there is the freedom to invest in any type of business in Cameroon if it is not illegal.

Findings have however revealed that corruption and time management remains a major issue in doing business in Cameroon. Corruption is very common in Cameroon as many businessmen and the government always seek for short cuts in doing business just for the love of money. Time consciousness in Cameroon is very negative as Cameroonians are never on time for business meetings or delivery.

Cameroon has lots of lucrative business opportunities such as agriculture which is becoming the fastest growing sector of Cameroon's economy, mining with lots of unexploited precious stones, plastic recycling, transportation business, food companies and so forth. There is a good atmosphere for investment provided by the government to investors and lots of raw materials with cheap labour.

The report also gives a guide on investors seeking to invest in Cameroon on the different steps needed in starting a business in Cameroon and the procedures vary in the type of business you want to start in Cameroon. Companies in Cameroon take the form of sole proprietorship; Partnership and joint venture.

It is recommended that the government improve on their infrastructure and development. In Cameroon most of the roads are in a very poor condition, those in the rural area are almost not movable. The government should focus more on the development of urban areas at the expense of rural areas. The government should also take example from other developing countries like South Africa, India, Ethiopia, and Egypt who develop and invest in the country to attract investors and tourism.

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