

Fnac Darty opens its first Senegalese Fnac store in Dakar

On December 8, 2021, Fnac Darty will continue to expand in Africa by opening its first Fnac store in Senegal in partnership with Mercure International, a leading wholesale distributor and retailer with a large presence in Africa. The Group has worked with Mercure International previously when it opened its stores in the Republic of the Congo and Cameroon. Senegal is the thirteenth country in which Fnac Darty has established a presence.

This first Fnac store will open at the Galerie Sahm, a 10,000 m² shopping mall in Dakar's largest university district, right in the heart of the city. It is also adjacent to the Senegalese capital's main hospital and health hub.

This Fnac store will offer all the brand's products and services: ticketing, urban mobility, audiovisual, PCs, telephony, photography, sound, TV and related accessories, gaming, and toys. There will also be a wide range of books available to customers.

When the store opens, a team of about 15 experts will be available to welcome customers and provide them with any assistance they might need.

This store opening confirms the momentum of the Fnac brand in French-speaking Africa and represents another step in Fnac Darty's aggressive rollout on the continent.

Store address: Galerie Casino Sahm — Avenue Cheikh Anta Diop
Open 09:00 to 20:00 Monday through Friday and 09:00 to 11:00 Saturday.

PRESS CONTACT