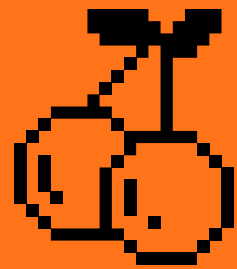




Case Study: *Cerise*

Launching the first online grocery *in Central Africa*

Who is *Cerise*?



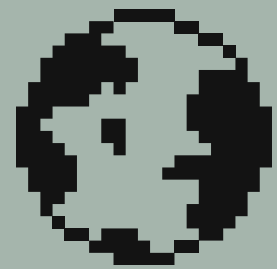
Cerise is the first true online grocery service in Gabon. It's a fast, digital-native storefront built on top of a *40-year-old* family retail business that runs Carrefour Market franchise stores across the country.

After COVID, the need for e-commerce was impossible to ignore. But a traditional, established business isn't built to move quickly. So instead of fighting that inertia from the inside, the founders launched Cerise as a separate sister company, free to move fast and lead the digital front on its *own terms*.

The ambition was never just an online store. It was to prove that fast grocery e-commerce can work in a market where it barely existed, pairing the trust of the Carrefour brand with the convenience customers now expect.



A Pioneer in a Blue-Ocean Market



In 2026, e-commerce is still almost non-existent in Gabon. Where others saw an unproven market and waited, *Cerise* saw the chance to define online grocery and set the standard from the start.

Today:

First full online grocery experience in Gabon

Publicly launched in October, with sales roughly doubling month over month

Crossed 2,000 orders last month, on track for *3,000 this month*

Projected 4,000 to 5,000 orders as new locations come online

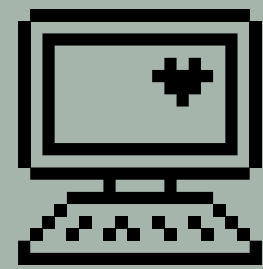
Core customers: young mothers aged 35 to 45 (95% of the 6-month cohort)

This is how pioneering a category from day one, with the right operational backbone, turns an untested market into a repeatable growth engine.

Challenges: *What They Faced*

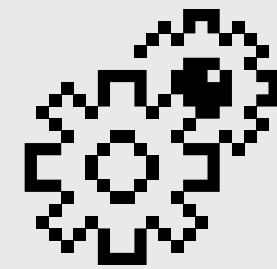


Launching Cerise meant building consumer habits, trust, and operations that simply didn't exist in the market yet.



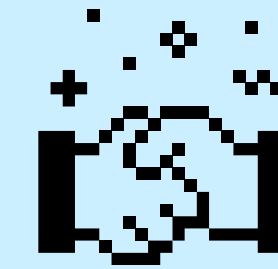
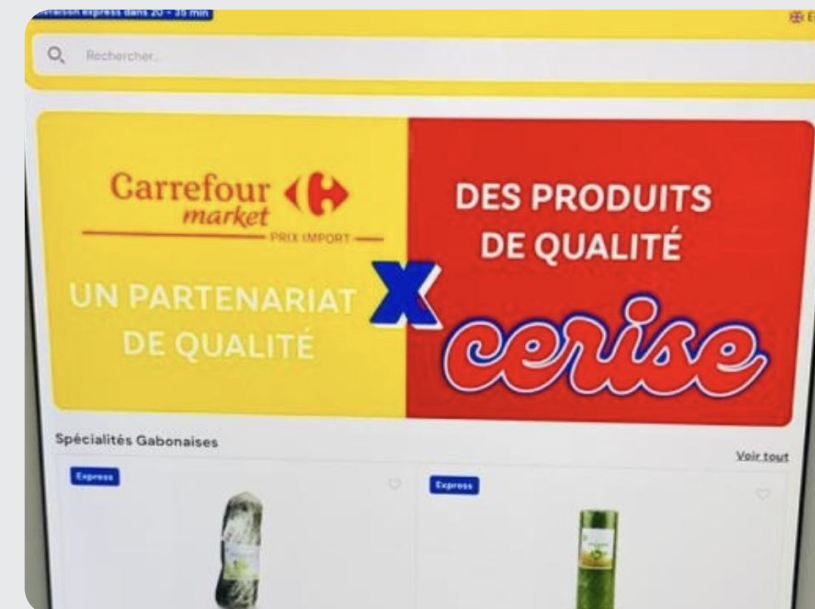
Technology:

Cerise started on Shopify but quickly hit its limits. A generic store platform wasn't built for fast grocery delivery, real-time inventory, and the complexity of scaling in an emerging market.



Operations:

Fulfilling grocery orders fast meant solving picking, inventory accuracy, and delivery from scratch. In a market where fulfillment traditionally took 1 to 2 hours, not minutes.



Market & Trust

E-commerce was virtually unknown in Gabon. Customers traditionally preferred cash on delivery over digital payments, so building confidence in online ordering came first.



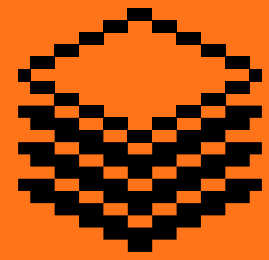
The challenge was not just launching a website, but creating an end-to-end operational model that could scale predictably from warehouse to customer.

The Solution: End-to-End Support with Native Commerce



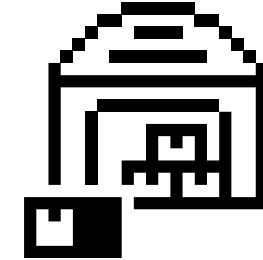
Cerise chose Native Commerce for one reason: a specialized DNA in quick-commerce grocery delivery. Not a generic vendor, but a partner who had already run grocery e-commerce at scale. Native Commerce brought Cerise's website, warehouse, and delivery operations into a single system. That cut manual work, reduced errors, and gave the team real visibility into every part of the business.

Solution *Highlights*



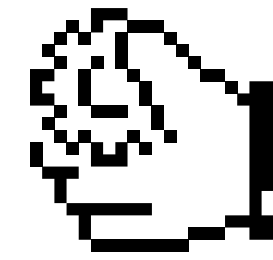
Unified Commerce Platform

One system connecting storefront, inventory, and delivery, replacing the limits of an off-the-shelf store builder with a platform built for fast grocery.



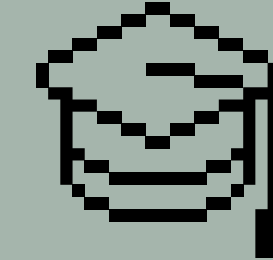
Real-Time Inventory & Delivery Tracking

Live stock updates and delivery tracking that help avoid stockouts, reduce customer complaints, and keep operations tight as volume grows.



Operational Expertise

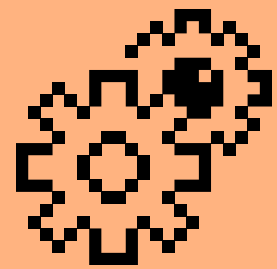
Hands-on guidance from a team that knows how to run a grocery business, from setup and training to adapting processes to the local market.



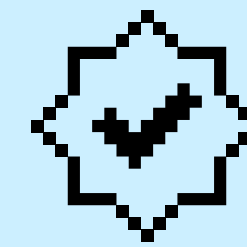
A Roadmap Partner

Responsive to Cerise's specific needs and product roadmap, adapting the platform as the business evolves.

Speed as the Moat



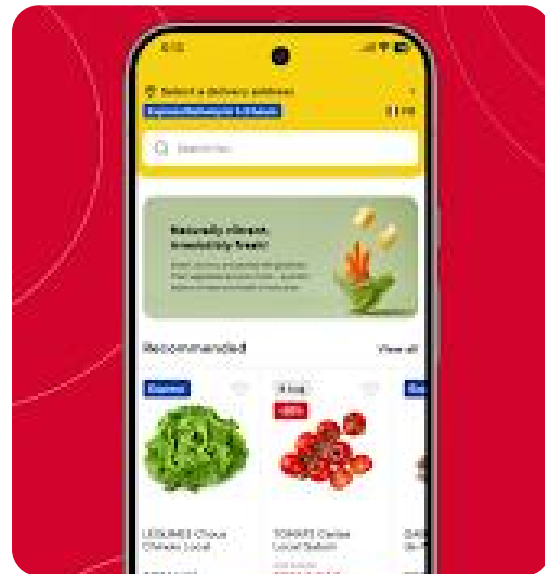
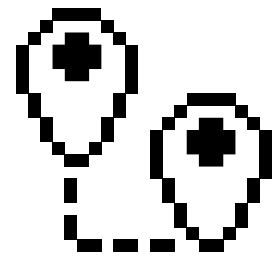
Cerise's core promise is speed: a *20-minute* delivery window, versus the 1 to 2 hours customers were used to. The strategy draws directly from quick-commerce pioneers like Zepto and Blinkit in India.



Getting there is an operational challenge. Today, picking happens on the floor of physical stores, with *15,000 SKUs* on the shelves and roughly 3.5 minutes per pick, slowed by in-store traffic and checkout queues.

The app carries a focused *4,000 to 6,000 SKU* assortment, tuned for fast fulfillment rather than mirroring the entire store.

The Dark Store Transition



Built to get faster: *the dark store transition*

By the end of the year, Cerise plans to move fulfillment into dedicated dark stores. The projected impact is significant:

Picking time cut from *3.5 min* → *1.5 min*

Reduced ready-to-ship delays

Operating hours extended past the current 8 PM store closure

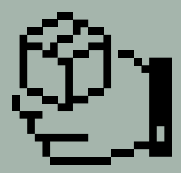
Roughly *8 minutes* saved on overall delivery time

By designing the system to scale from day one, Cerise can add locations and volume without losing operational control, all from a single source of truth.

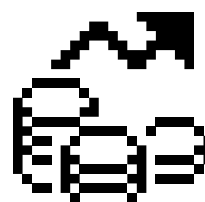
Results: Tangible Business Impact



Since its public launch in October, Cerise has grown fast:

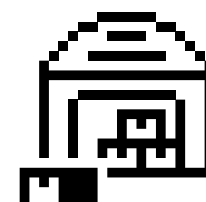


Volume
2,000+ orders last month →
on track for *3,000*



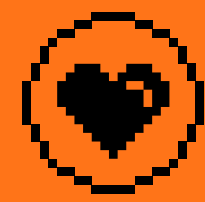
Orders *Growth*

2×
month-over-month order
growth since launch



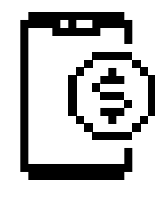
Projected Scale

4,000–5,000
orders as new locations
open



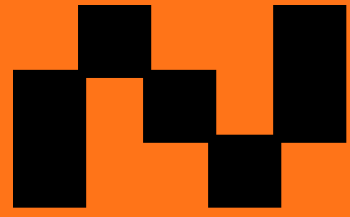
Assortment

4,000–6,000
SKUs live in-app, drawn
from 15,000 in-store



Digital Payments

Online payment adoption
up to *~30%*



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