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CASAS BAHIA – 20 integrative questions

1) When was CASAS BAHIA founded?

-1958

2) Who was the founder of CASAS BAHIA?

-Samuel Klein

3) What is the center of CASAS BAHIA's business model?

-credit financing

4) What is the most noteworthy issue that CASAS BAHIA is facing?

-long-term plan succession

5) What important growth factor does CASAS BAHIA's competitor does not invest in?

-technology

6) What challenge does expansion pose for CASAS BAHIA?

-to conduct further studies on the behavior of customers and new distribution demands

7) What is CASAS BAHIA's distinction in Brazil?

-largest retail chain in Brazil

8) How area the sales on installment basis called in the CASAS BAHIA business model?

-credit sales

9) What percentage of the CASAS BAHIA's revenue is spent on technology?

-8 percent

10) Where does CASAS BAHIA get information about the credit history of their customers?

-service of credit protection

11) Why does CASAS BAHIA prefer to get local employees to man their stores?

-for their employees to have a sense of pride and ownership, familiarity on the area, and proximity to the store

12) What has the company applies so as to allow them to quickly respond to unforeseen problems that might arise?

-unique network infrastructure that allows them to respond quickly to problems

13) How many levels or categories of economic status does Brazil have?

-five levels

14) What are the high income classes of these levels?

-classes A and B

15) What are the low income classes of these levels?

-classes C, D, and E

16) What role does technology have in the company?

-It enables CASAS BAHIA to increase productivity and client satisfaction but lessen the cost of operations

17) As of 2004, what percentage of the Brazilian population belongs to the lower income classes?

-84 percent

18) Where does work primarily focused in the company?

-to maximize their customer's buying experience

19) How many initiatives do CASAS BAHIA handles?

-four

20) On average, how many contracts every month that CASAS BAHIA handles?

-800,000