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CASAS bahia – 12 innovation principles

1) Price performance: 1

- yes, because they focus on modernization and evolving technology

2) Innovation: 1

-they focus on modernization and evolving technology

3) Scale of operation: 1

-they are targeting everyone in the society as customers to reach success

4) Sustainable development: 1

-they contribute resources economically

5) Functionality: 1

-their primary function is to analyze

6) Process Innovation: 1

-business evolves as the generation does

7) Deskilling of work: 0

- Knowledge is important in order for them to be competitive

8) Education of customers: 1

- customers could easily understand how the business works

9) Infrastructure: 1

-the flow of data is well organized

10) Interface: 1

-it evolves with the existing technology

11) Accessing the customer: 1

-customers will bring success to CASAS BAHIA

12) BOP markets: 1

-they were able to connect with the BOP market

TOTAL: 11/12

