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Sonae recognised for world leadership in continuous improvement

PAULO AZEVEDO AND SONAE SR HONOURED WITH KAIZEN AWARD

Chairman and Co-CEO of Sonae is the first personality to ever receive the award. Sonae SR was also awarded an honourable mention for the good results achieved.

Paulo Azevedo, Chairman and Co-CEO of Sonae, was honoured with the Kaizen Award, which aims to recognise people and/or entities that stand out for adopting continuous improvement as a strategic factor, practicing change in a sustained fashion, across all areas and involving the entire organization. For the first time, the award organized by the Kaizen Institute was granted to a person, which reflects the direct involvement of the Board of Directors of Sonae in disseminating a corporate culture of continuous improvement within the several businesses and a permanent will to do more and better.

Sonae is nowadays a world reference in continuous improvement, having developed several examples of process excellence in a number of areas. Accordingly, Sonae SR, the specialised retail unit, also received an honourable mention, adding to the set of awards Sonae and its businesses have earned over the years.

Continuous improvement is part of Sonae culture and is implemented in its several retail businesses in the form of the IoW - Improving Our Work programme. At Sonae SR, the subholding operating in specialised retail, which integrates the Sport Zone, Mo, Zippy, Worten and Losan insignias, all collaborators are actively involved in continuous improvement actions, which has allowed to reach efficiency gains and increased sales.

The strategy of continuous improvement at Sonae SR has translated into increasingly efficient processes, reduced operational costs and improved service levels and customer satisfaction, with a very significant impact. Over the last three years, the continuous improvement initiatives of Sonae SR contributed positively to its economic results, with an estimated gain of over one million euros.

Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 70 countries, it reached a turnover of more than 5 billion euros by the end of 2015.
Find out more at www.sonae.pt

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