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Sodimac Colombia

In 2012, the company continued to consolidate its leadership through the inauguration of six new stores, continuous improvement in different areas and significant progress on sustainability.

A company in constant expansion

Sodimac Colombia continued to consolidate its position as one of the country's largest companies and the leader in the home improvement, remodeling and construction materials segment. This progress went hand-in-hand with the company's organizational strengthening through determined efforts to improve productivity and efficiency as well as to achieve greater sustainability and care for its human resources.

Throughout 2012, Sodimac Colombia strove to achieve productivity gains by improving the performance of its commercial processes, supply chain and store operation through continuous improvement in these areas.

At the same time, it renovated stores and improved their equipment so as to enhance exhibition of products, increase its operational efficiency and, in general, offer clients a more attractive shopping experience. In addition, it focused on improving operation of the chain's stores, emphasizing packing work and displays so as to facilitate the purchase process.

Thanks to the innovations in exhibitions and operational improvements implemented during the year, the company continued to deliver positive commercial results, with sales showing a 14.2% increase on 2011.



“Our challenge in 2013 and our medium and long-term undertaking is to strengthen implementation of Sodimac’s value proposition in order to improve clients’ shopping experience. To that end, we will continue to invest in the development of our people and implement a philosophy of continuous improvement across all areas of the company.”

MIGUEL PARDO B., GENERAL MANAGER, SODIMAC COLOMBIA.



Innovative experience

In 2012, Sodimac Colombia achieved a number of milestones in the chain's responsible expansion. With the opening of new stores in Bogotá, Envigado, Valledupar, Santa Marta, Palmira and Barranquilla, it reached a total of 29 stores, with a presence in 16 cities and a total sales area of 295,616 m².

The rhythm of inaugurations was in line with the company's road map which it expects to continue ratifying in 2013 with new points of sale.

At the same time, Sodimac Colombia launched its Remote Sales system (via telephone and Internet) throughout the country, thereby adding to its physical operations a virtual store which is expected to show important growth over the next few years.

A closer relationship

Another of Sodimac Colombia's priorities in 2012 was to strengthen its relations with its different stakeholders. One milestone in this field was the re-launch of the Círculo de Especialistas (Circle of Specialists) through which construction contractors and industry professionals in general have access to numerous benefits that include training courses, talks and work opportunities.

Thanks to the different initiatives it implemented and its permanent commitment to excellence in customer service, the chain confirmed the positive perception of its services that exists among Colombian consumers.

In 2012, Sodimac Colombia expanded the channels through which it receives feedback from clients, implementing different initiatives that included an online survey through the www.homecenter.com.co website.

Sodimac's ties with the community were also reflected in an active social responsibility policy. One of the main initiatives launched under this policy was the Soy Voluntario Sodimac (I'm a Sodimac Volunteer) program through which 131 employees devoted a total of 1,320 hours to social work that helped to improve the quality of life of 3,165 people.

Sodimac Colombia also collected and donated a total of 650 million Colombian pesos in clients' small change, benefiting 11,704 children and 917 teachers who received help with their work. In addition, the company itself made donations in cash and kind that, at the end of November 2012, totaled 150 million pesos to non-profit organizations as well as 170 million pesos donated to six different foundations.



Employees, the cornerstone of the company

As of end-2012, Sodimac Colombia had some 5,834 employees. This represented the creation of around 900 direct jobs and approximately another 400 temporary jobs.

The development and welfare of its employees are one of the foundations of Sodimac's expansion in Colombia. The company, therefore, placed great emphasis on their development, with different programs and policies for the management of human resources and training.

One of the most positive experiences was the Manos Capacitadas (Trained Hands) program through which, in 2012, the company employed 93 people with some physical and/or cognitive disability, providing support and reinforcement of their skills as well as training in industrial and occupational safety.

In 2012, the company launched the Sodimac Leadership School as well as another four training schools in the sales and operations areas.

In addition, it changed its existing virtual training platform for a more powerful solution in a bid to optimize its use as a channel for providing work teams with more tools.

The efforts deployed to contribute to the workplace and family growth of its employees were reflected in the significant progress achieved in the company's internal climate as testified to by its results in the Great Place to Work (GPTW) survey.



29
stores.

295,616
m² of sales floor.

5,834
employees.

334,000
hours and US\$1,100,000 invested in training
(in person and virtual).



Throughout its 15 years in Colombia, Sodimac has supported the Pisotón Program and is recognized for the contribution this has enabled it to make to socially vulnerable children around Colombia, supporting them in emotional needs related to feelings of rejection and identification with aggression.



Committed to sustainability

Sustainability is one of the pillars of the way in which Sodimac does business. In 2012, Sodimac Colombia implemented different campaigns to promote recycling, reduce consumption of plastic bags, save water and be energy efficient. They were complemented by a focus of the company's overall management on care for the environment.

The emphasis which Sodimac Colombia places on the alignment of its growth with the wellbeing of the planet and people earned it various recognitions in 2012. The Manizales store was recognized by the US Green Building Council as the first Gold category LEED store in Latin America and only the tenth in the world in the New Retail Construction segment while the Bucaramanga store received certification as a Silver LEED store in the New Construction category. In addition, the company received recognition under the District Environmental Excellence Program (PREAD) in Bogotá for organizations that stand out for their environmental management systems, sustainable production and consumption and corporate social responsibility.





A well-positioned brand

In 2012, Sodimac Colombia's efforts to fulfill its value proposition were accompanied by different advertising campaigns that brought it closer to the public, earning it a number of recognitions and a privileged situation as regards positioning of its brand.

The CMR card continued to be one of the main means of payment used by clients.

Eyes on 2013

One of the many challenges that Sodimac Colombia will face in 2013 will be to continue expanding the chain's operations around Colombia.

Another priority will be to achieve further productivity gains, with an emphasis on supply chain improvement in order to foster a more efficient operation.

In addition, the company will be working to strengthen innovation in the different areas of the business in order to maximize the value added it provides to clients who choose Sodimac for their home improvements.

At the same time, it will be focusing on community relations and sustainable growth. In this context, it will continue to implement programs that contribute to the recovery and conservation of the environment as well as developing initiatives that have a high social impact.



From left to right:

Fernando Barreneche Botero
Operations Manager

Luis Prieto Archidona
Commercial Manager

Pedro Gallón Tamayo
Finance and Administration Manager

Diego Hernández Arizabaleta
Development Manager

Karym C. Grijalba Mármol
Human Resources Manager

Miguel Pardo Brigard
General Manager

Erasmus Moreno Aguilera
Technology Manager

Hernán Pérez Arroyave
Logistics Manager