



BIJUPATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM), BHUBANESWAR

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

A Study on Customer Satisfaction and buying behaviour of the customers at Max Fashion

SUBMITTED BY

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2-year MBA Batch: 2022-24
University Regn. No : 2206258245

Faculty Guide

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Corporate Guide

Ms. Biswamayee
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Store Manager,
Max Fashion, Cuttack

CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Mr. Satya Prasad Sahoo**, bearing university registration no. **2206258245** of 2022-24 batch, has completed his summer internship at **Max Fashion**, from **01-09-2023** to **30-10-2023** under the supervision of **Ms. Biswamayee Mohanty** (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at **Biju Patnaik Institute of Information Technology and Management Studies**, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Dr. Ankita Agarwal

Assistant Professor (Marketing)

BIITM, Bhubaneswar

CERTIFICATE FROM CORPORATE GUIDE



Dated: 4th November, 2023.

TO WHOM IT MAY CONCERN

This is to certify that **Satya Prasad Sahoo** of **(BIITM)** had undergone internship project on **“Store Operations”** from **1st September to 30th October 2023**.

During this period, we found him to be very sincere and hardworking. We wish him all the very best and a very happy career ahead.

Thanking you,

Yours truly,

A handwritten signature in black ink, appearing to read 'Silva Sarkar', written over a horizontal line.

Silva Sarkar

(Regional Manager-HR)

Lifestyle International Pvt. Ltd.



Max Retail Division,

P S Srijan
Corporate Park,
Tower -I, 19th fl-
loor, Block - GP,
Salt Lake City,
Sector- V, Kolkata-
700091, West
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DECLARATION

I, **Mr Satya Prasad Sahoo** bearing university registration no **2206258245** (2022-24 batch), hereby declare that the project report titled “**A Study on Customer Satisfaction and buying behaviour of the customers at Max Fashion**” is based on my internship at **Max Fashion**, Cuttack, during the period **01-09-2023** to **30-10-2023** and is an original work done by me under the supervision of **Ms. Biswamayee Mohanty** (Corporate Guide) and **Dr. Ankita Agarwal** (Internal Guide). This report is being submitted to **Biju Patnaik Institute of Information Technology and Management Studies**, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Satya Prasad Sahoo

EXECUTIVE SUMMARY

Aiming for the customer satisfaction is the most challenging task in every organization. Through the satisfied customers, a firm can easily measure the effectiveness of the business, its potential and position in the industries, and the areas that are needed to polish and improve. Keeping the trust of a customer is not an overnight miracle but with full of patience and bountiful of efforts. Businesses monitor customer satisfaction in order to determine how to increase their customer base, customer loyalty, revenue, profits, market share and survival. Although greater profit is the primary driver, exemplary businesses focus on the customer and his/her experience with the organization. They work to make their customers happy and see customer satisfaction as the key to survival and profit. Customer satisfaction in turn hinges on the quality and effects of their experiences and the goods or services they receive.

Customer satisfaction is therefore a primary goal of process improvement programs. So how satisfied are our customers? One of the best ways to find out is to ask them using Customer Satisfaction Surveys. These surveys can provide management with the information they need to determine their customer's level of satisfaction with their products and with the services associated with those products. Employees and the management of the store can use the survey information to identify opportunities for ongoing process improvements and to monitor the impact of those improvements. This paper includes details on designing your own customer satisfaction questionnaire, tracking survey results and example reports that turn survey data into useful information.

A structured questionnaire was used to obtain required information and to assess the customer satisfaction. Simple random sampling is opted for this study. A sample size of 50 respondents was taken from Cuttack. Data and every question in the questionnaire has been critically analyzed and then given the managerial implication. This analyzed data was later converted into diagrams for convenience. Along with this, learned the basic store operation of Max Fashion, Cuttack. A better strategy to satisfy customer is only the way to gain customer attention and to penetrate more in own catchment area.

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Chapter-1

INTRODUCTION

“It is no longer enough to satisfy customer. You must delight them.”- **PHILIP KOTLER**

Customer satisfaction is a good indicator of how effective a firm is at providing products and services to customer and to meet or exceed client expectations. Existing consumers must be retained while new clients are sought. Customer satisfaction is a key indication of purchase intent and loyalty among consumers. In the recent era, especially after pandemic, Customer Satisfaction has become a requisite. Customer Satisfaction is an element which is needed in every business, which is associated with the customer, may it be health, hospitality, or even retail. This pandemic when there has been a drastic change in the consumer buying behaviour of the retail industry, Customer Satisfaction has been of high priority for the retail players. There are many factors the influences the Customer Satisfaction. Both price and popularity have important moderating effects on the relationship between satisfaction and customer experience level. Players in the hospitality industry, strive to meet their customers' needs and, as a result, retain them by seeking to understand the variables that might lead to a good brand relationship and a loyal client base. Practitioners have spent the last decade focusing on creating and keeping future ties with customers, with brand loyalty as their primary aim in growing business and rising market rivalry.

Customer service is the provision of services to customers before, during and after a purchase. According to Turban “**Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.**” Its importance varies by product, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Max Fashion will often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale; the perceived success of such interactions being dependent on employees “**who can adjust themselves to the personality of the guest,**” Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization. Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product.

The field of my research is Customer Satisfaction which focuses on customer's perceptions. Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers. Such researches provide a wider scope to the firms in the terms of high customer satisfaction.

Customer Satisfaction Attributes

- **QUALITY:**

If you have a poor product or service, it affects the satisfaction level. There's a. No amount of aggressive PR or marketing that can make a product or service sell. So, product should be up to the mark.

- **DIFFERENTIATION:**

In Cuttack market, there's usually many players like big bazaar, pantaloons, Reliance Trends etc. Customer service may not work when choosing the appropriate product or service, but word of mouth certainly plays into customer satisfaction. If a product is the best in quality and discounts, then it's necessary to separate it from the rest of the brands, through customer service, marketing and product quality.

- **ACCESS:**

The era of digitalization has made finding products and services a snap. What Emailing and finding products and services on the Internet has become such a trend, companies have invested millions in making sure access is free and extremely easy.

- **FACE VALUE:**

When a product or service costs high, but is worth it, the value which becomes acceptable to the consumer. When a consumer specifically buys trousers from Max Fashion or denim, the positive features of the products outweighs the cost, creating a strong sense of good value.

- **AMBIENCE:**

When the customers shop at Max Fashion, the first impression that they look for is of a clean, safe and well-organized environment. The store's ambience affects the purchasing behaviour of the customers immensely.

- **FASTER SERVICES:**

The services as in billing process, exchange process etc. should be faster so that the customer won't be waiting in a queue for a long time. Max Fashion has come up with additional billing and exchange counters so that they can attend more number of customers at a time.

Customer Segmentation of Max Fashion

1. Max Fashion also targets on the young population of the country as they will follow fashion mostly and of Max Fashion promotes itself as the India's largest fashion destination.
2. Max Fashion target higher & upper middle class customers.
3. The large and growing young working population is a preferred customer segment.

Some methods that today's firm adopt to increase the customer satisfaction :

Customer-Centric Attitude

Operations should be customer-centric meaning that the customer's best interests should always be foremost. Service should be offered in a helpful way and with a smile. Both management and employees should show interest towards the customer and strive to give them a good experience. Today's companies must strive even harder than abiding by this golden rule of customer service.

Communication

Communication with customers is also important. It's a good idea to always provide customers with ways they can contact you and offer ways to contact them (if they choose). Offering e-mail, telephone line, web contact or other ways for customers to offer comments and or complaints is of value.

Quality Control

Quality is important to customer satisfaction and the level of quality directly plays into a business' ability to meet customer expectations. Quality should be monitored for both service and the type of products offered; as a part of this guarantees and the willingness to stand behind service and/or products is necessary.

Customer Relationship Management Software

Customer relationship management (CRM) software has become a strategy many companies employ to help increase customer satisfaction. Through using CRM tools and accompanying

philosophy, businesses can examine and analyze what customers want and strive to meet this demand before they even walk in the door.

Ask for Feedback

Being interested in customer feedback is always a valuable practice to engage in to increase customer satisfaction. What better strategy and technique to find out how to satisfy your customers than to ask them? Surveys, questionnaires, talking to customers as they shop, and then following up with calls or emails are all good ways to get feedback.

SCOPE OF THE STUDY

This project study is helpful in following aspects

1. The study intends to provide an integrated picture of the level of customer satisfaction towards Max Fashion's, in the Indian market
2. The study also enables a comparative of the customer satisfaction, that which helps every company to keep the existing customer and to build new customers.
3. To know the competitive level in present market.
4. It helps to understand the company's present situation.

OBJECTIVE OF THE STUDY

The important objectives of the topic "A Study on Customer Satisfaction and buying behaviour of the customers at Max Fashion" are :

1. To study the satisfaction level of customers with regard to Max Fashion.
2. To find out the buying behaviour of the customers coming in to Max Fashion.
3. To analyse the factors that influences the customers while buying the product.

RESEARCH METHODOLOGY

Title of the project:

A Study on Customer Satisfaction and buying behaviour of the customers at Max Fashion, Bajrakabati Road, Cuttack.

Methodology adopted for study

- Observing the working of various departments
- Visiting and surfing websites of the company
- Discussion with executives, managers and employees
- Primary data and Secondary data

Sources of Data

Primary Source - The primary data was collected by means of a survey. Questionnaires were prepared and customers of the Max Fashion at the store were approached to fill up the questionnaires. The questionnaire contains 10 questions which reflect on the type. The response of the customer is recorded on a grade scale of strongly disagree, disagree, uncertain, agree and strongly agree for some questions. The filled up information was later analyzed to obtain the required interpretation and the findings.

Secondary Source- In order to have a proper understanding of the customer service of max Fashion a depth, a lot of data is also collected from the official websites of the Max Fashion and the articles from various search engines like Google.

LIMITATIONS OF THE STUDY

- The study is restricted only to **Max Fashion**, Cuttack respondents. The view of their other areas is not taken.
- Respondents concentrated where the customers of **Max Fashion** only
- Since the researcher selected 50 sample sizes it is not sufficient to cover opinion of entire population.
- Time duration in conducting the research is very low.
- Respondents tried to escape some statements by simply answering “neither agree nor disagree” to most of the statements. This was one of the most important limitation faced, as it was difficult to analyse and come at a right conclusion.

Chapter-2

COMPANY PROFILE

| | |
|-------------------------------------|--|
| Company Name | Landmark Group |
| Founded | 1973 in Dubai, UAE |
| Chairman and Founder | Mickey Jagtiani |
| Chairwoman | Renuka Jagtiani |
| Group Directors | Aarti Jagtiani, Nisha Jagtiani, Rahul Jagtiani |
| Vision | To be among the top 3 retail players in three of the fastest growing retail markets in the world. |
| Mission | Always look ahead, build today to achieve tomorrow |
| Values | L.E.A.D with integrity in everything. L - Listen- listening to understand the customers and the team. E - Empower- empowering the teams to succeed. A - Adapt- constantly adapt to stay ahead. D - Deliver- Always delivering the best. |
| Business | Retail, Hospitality and healthcare |
| Products | Apparel, Footwear, Consumer Electronics Retails, Home Improvement, Furniture Retail, Hotels, E- Commerce, Clinics, Malls |
| Net Income | US \$ 4.7 – Billion (approx 26,000 cr) in India. |
| No. of Outlets | 2,300 |
| Presence in no. of countries | 22 |

Landmark Group :



Landmark Group is a multinational conglomerate based in Dubai, UAE headed by **Micky Jagtiani**, who is the Founder & Chairman of the company. The group is involved in retailing of apparel, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products. The group also has interests in hospitality & leisure, healthcare and mall management. The group has several in-house brands and also works with other brands, acting as a retailer.

Founded in 1973 in Bahrain, the Landmark Group has successfully grown into one of the largest and most successful retail organizations in the Middle East and India. An international, diversified retail and hospitality conglomerate that encourages entrepreneurship to consistently deliver exceptional value, the Group operates over 1200 outlets encompassing over 18 million square feet across the GCC, India, Egypt, Turkey, Jordan, Lebanon, Yemen, Sudan, Kenya and Pakistan.

Landmark Group has a strong workforce of 55,000 employees and provides a value driven product range for the family through its retail concepts: Centrepont, Babyshop, Splash, Shoe Mart, Lifestyle, Beautybay, Iconic, Emax, Home Centre, Q Home Décor, Candelite, Max, and Shoexpress. In addition to the brands developed in house, the Group also holds the franchise rights for some of the world's leading fashion and footwear brands in the countries where it operates. The Group has also diversified in the leisure, food and hospitality segments with Fun City, Spaces, Citymax Hotels, Fitness First, Balance Wellbeing 360 and Foodmark, the restaurant division, which operates the Group's own and franchise food outlets.

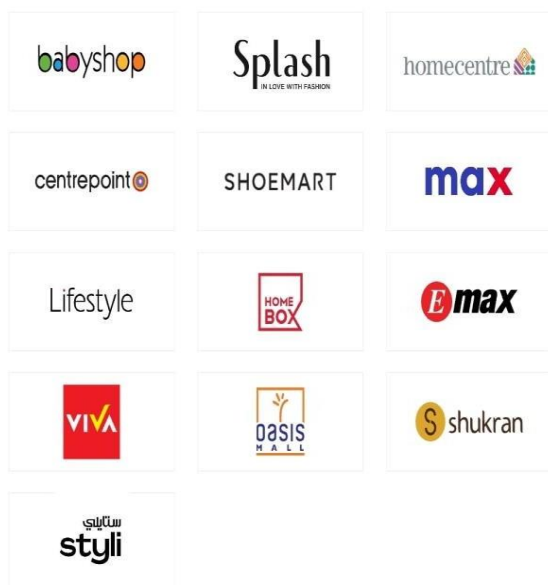
Landmark Group's business can be broadly classified into Retail, Hospitality and Healthcare. Retail is the group's core focus area and it deals mainly with apparel, furniture, footwear, consumer electronics, cosmetics & beauty products, home improvement and baby products.

| Business Category | Brand |
|------------------------------|---|
| Apparel | Babyshop, Splash, Max, Lifestyle, Beautybay, Iconic and Centrepoint(a single store format housing Babyshop, Shoemart, Splash and Lifestyle) |
| Footwear | Shoemart, Shoeexpress, Shoemart International Footwear |
| Furniture & Home Improvement | Homecentre, Q Home Cecor, Home Box |
| Hospitality | Citymax, Oasis malls, Foodmark, Spaces, Fitness First, Fun City, Funville |
| Healthcare | iCare Clinics, balalnce Wellness Club. |
| Other retail | E- max (Consumer Electronics), Sports One (Fitness Gear), Candelite (Confectionery) |

Retail

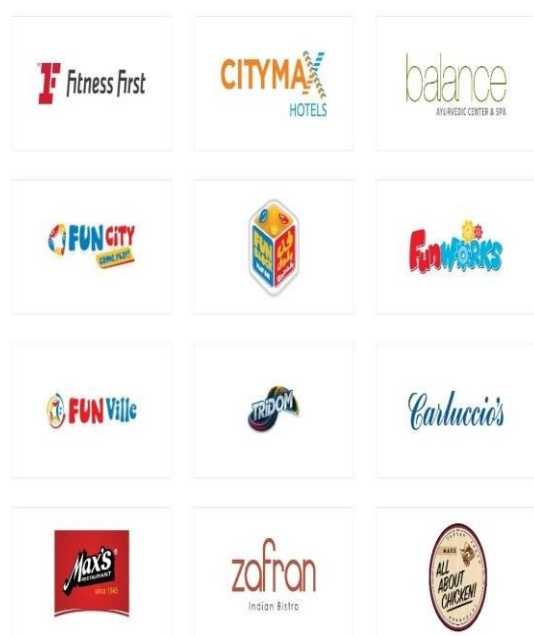
A value-driven diverse range of brands for the entire family.

Our Brands



Hospitality

A division of leisure, food, wellness and hotels.



Max Fashion :



Max Fashion is the international value fashion brand of the Dubai based Landmark Group. The brand was launched in the **UAE** in **May 2004** with a unique concept of delivering international fashion & value to the discerning shopper. Max, at present, is the largest fashion brand in the Middle East, North Africa, South East Asia & India, with over **500** stores encompassing **8.5** million sq.ft., across **20** countries, including United Arab Emirates, India, Saudi Arabia, Kuwait, Jordan, Bahrain, Qatar, Oman, Kenya, Lebanon, Egypt, Algeria, Tunisia, Nigeria, Libya, Tanzania, Indonesia, Malaysia, Iraq and Syria.

Max Fashion in India :

Max was introduced in India with its 1st store in Indore in 2006 offering apparel, footwear & accessories for the entire family; for women, men, children including a fashionable range for infants. With a great range of western & ethnic wear for the young shopper, it makes a perfect shopping destination for people for all age groups.

Max Fashion is reaching out to customers in Tier II towns through brand initiatives like Max Fashion Icon which addresses the aspirations of the stylish youth of the city and Max Little Icon which captures the interest of family oriented markets.

At Max Fashion, shoppers can expect the latest in international fashion from around the globe & an excellent range to choose from; all of this offered at great prices in a world class shopping environment. Max retails its own label merchandise of in house designs and planned colour palettes for the season. Every season it introduces a fresh collection of

international designs specially customized to the Indian market. The brand adapts to the changing needs of the shopper every season and accordingly introduces new designs, silhouettes & fabrics.

With over 400+ stores spread across over 176 cities in India, Max offers 40 million plus products, which includes Apparel, Footwear and Accessories for the entire family.



Vision :

To create a truly global brand that provides growth opportunities for the company and its employees, whilst achieving its goal of becoming the number one value fashion retailer across the Middle East & India.

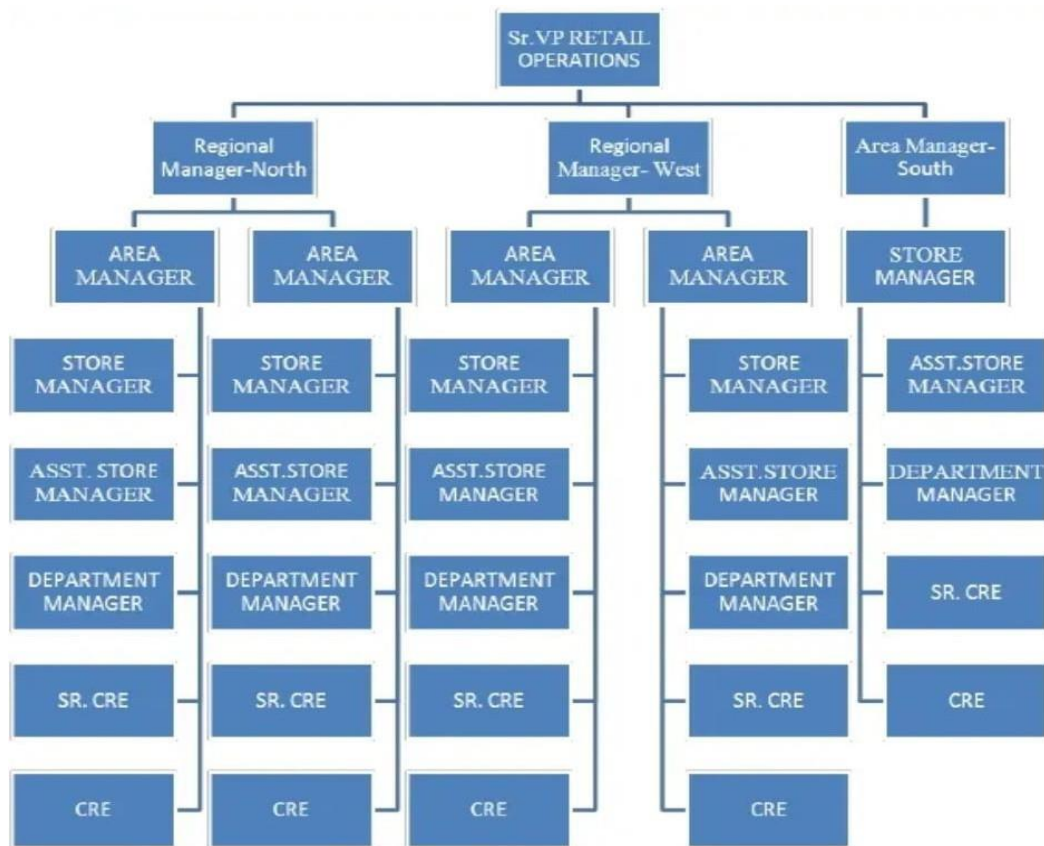
Mission :

- Be a market leader in the field of value retailing.
- Provide fashionable products at affordable prices.
- Be innovative, cost effective and globally competitive.
- Exceed our customer's expectations.
- Provide opportunities of growth for our employees.

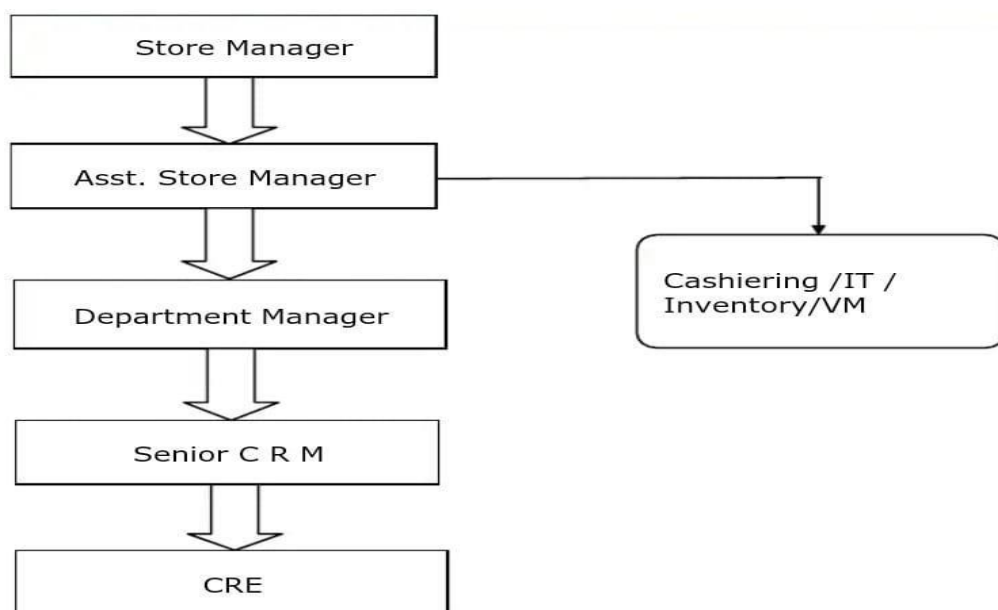
Core Values :

- Constant focus and development on the product & value offered.
- Continuous improvement of the customer's shopping experience.
- Commitment towards staff training & development.
- Encouraging open work culture.

Company Structure :



Organisation Store Structure:



Product Profile :

Max Retail operation area is Retail in garment product like Western wear collection, Ethnic collection, Kids Wear collection, Mens Wear collection, Foot Wear collection, Accessory and Concessionaires items are available in max retail store.

- Western Wear Department
- Ethnic Department
- Kids Wear Department
- Mens Wear Department
- Foot Wear Department
- Accessories
- Concessionaires

According to these department products are arrange in sub department and these categories are also helpful for the customer selection of the product.

In Western Wear department items available are:

Sporty, Young, Night wear, Denim zone.

In Ethnic wear department products are regard to the festival and tradition. And on the time of festival season product sales are generally higher then rest of period. It includes the Fusion (Zone) & Traditional (Zone).



In Kids Wear Department items available are :

INFANT BOYS (ZONE) T-shirts, Shirts, Trousers, Denims

2-8 BOYS (ZONE) T-shirts, Shirts, Trousers, Denims

8-14 BOYS (ZONE) T-shirts, Shirts, Trousers, Denims

INFANT GIRLS (ZONE) T-shirt, Shirt, Trousers, Skirts, Denims

2-8 GIRLS (ZONE) T-shirt, Shirt, Trousers, Skirts, Denims

8-14 GIRLS (ZONE) T-shirt, Shirt, Trousers, Skirts, Denims



Mens Wear Department :

Formals (zone) shirts & trousers, Semi formals (zone) shirts and trousers

Casual non denim (zone) t-shirts/shirts/trousers/cargos, Denim (zone) denim jeans/
t-shirts/shirts, jackets , Inner wear briefs and vests, Active wear/sports wear shorts/jackets.



Foot Wear Department :

In foot wear department products are from Max company product and some of less popular brand like 360 company product.

Mens - Shoes (Formal, Casual, Sports) Sandals, Slippers

Ladies - High Heel, Medium Heels & Flats, Sports & Casual Shoes

Kids Infants, Girls & Boys Shoes and Sandals

Accessories :

Necklace, Bracelet, Earring, Clips Caps, Bags, Gift Items.

Concessionaires :

These are brands like Peter England, Integriti, Turtle which form part of MAX store.

Implementation of 4P's of marketing in Max Fashion :



Price :

Price is the amount that consumers will be willing to pay for a product. Marketers must link the price to the product's real and perceived value, while also considering supply costs, seasonal discounts, competitors' prices, and retail markup. In some cases, business decision-makers may raise the price of a product to give it the appearance of luxury or exclusivity. Or, they may lower the price so more consumers will try it.

Marketers also need to determine when and if discounting is appropriate. A discount can draw in more customers, but it can also give the impression that the product is less desirable than it was. The pricing objective at Max fashion is to get **"maximum Market share and to exceed the customer expectation in their satisfaction level"**. Max fashion offers Financing at low interest rate. The concept of psychological pricing (Rs 199, Rs 299 etc) is also used to attract customer. Max fashion also cater on special event pricing. It refer to selling combo packs and offering discount to customer. The combo packs ad value to customer and lead to increase sale Ex- Buy 2 get 1 free, buy 1 at 499 and 3 at 999.

Place :

Place is the consideration of where the product should be available—in brick-and-mortar stores and online—and how it will be displayed.

The term place also refers to advertising the product in the right media to get the attention of target consumers.

Promotion :

The goal of promotion is to communicate to consumers that they need this product and that it is priced appropriately. Promotion encompasses advertising, public relations, and the overall media strategy for introducing a product.

Promotion is one of the market mix elements. These elements are personal selling, advertising, sales promotion, direct marketing, and publicity.

- To present information to consumers as well as others.
- To increase demand.
- To differentiate a product.

Max Fashion Membership



Max Buddy



Branding & Positioning Strategy :

Dubai based international chain, MAX Fashion sets a new record with the opening of its largest store in Kochi, spanning over 25,000 sq.ft. Scaling presence to over 200 cities in India, the milestone launch is a big move towards building the market in, Kerala. Further strengthening its position in south, Max makes a significant brand shift, introducing specially designed collection for the youth. With 100 more stores planned in the coming year, the brand gears up for steady expansion across top tier and developing cities.

With its new brand positioning, “**Max Style Min Price**”, the large format store in Kochi offers a unique retail experience at attractive prices. The collection for kids starts at INR **129**, and trendy styles for the fashion-forward youth are priced at INR **199**, onwards. With multiple fashion stories the store is a buzz with glam & style. This range for the young and contemporary audience adds bling to the festive range. The **Comic Culture** tees line has many graphics and designs from the world of anime movies, thematics & OTT series. **Naruto & DragonBall Z**, the two new additions to take over the Anime frenzy.

INDUSTRIAL ANALYSIS

Introduction

Retailing is the most active and attractive sector selling goods or services directly to final of the last decade. While the retailing industry consumers for personal, non business use itself has been present through history in our country, it is in the recent past it has witnessed so much dynamism. Retailing one of the largest sectors in the global economy is going through a transition phase not only in India but also over the world. The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds vast promise for retailers with its burgeoning spending power and rising middle class. In 2020, the retail market in India was 883 billion U.S. dollars, down from 950 billion dollars recorded in 2018. By 2026, this value is expected to surpass 1.7 trillion, representing an increase of over 80 percent in comparison to 2018, growing at an annual rate of about 20 per cent, is largely dominated by small shops and stores as of now. The organised segment is in its nascent stage and has huge potential to harness in the sub-continent. Foreign giants like Walmart and IKEA have recently received the Government's nod to enter the Indian market, after making all the necessary compliances.

Purchasing power of Indian urban consumer is growing and branded merchandise in categories like Apparels, Cosmetics, Shoes, Watches, Beverages, Food and even Jewellery, are slowly becoming lifestyle products that are widely accepted by the urban Indian consumer. Indian retailers need to advantage of this growth an aiming to grow, diversify and introduce new formats have to pay more attention to the brand building process. The emphasis here is on retail as a brand rather than retailers selling brands. The focus should be on branding the retail business itself. In their preparation to face fierce competitive pressure, Indian retailers must come to recognize the value of building their own stores as brands to reinforce their marketing positioning, to communicate quality as well as value for money. Sustainable competitive advantage will be dependent on translating core values combining products, image and reputation into a coherent retail brand strategy. There is no doubt that the Indian retail scene is booming. A number of large corporate houses Tata, Raheja, Piramal and Goenka have already made their foray into this arena, with beauty and health stores, supermarkets, self-service music stores, new age book stores, every-day-low-price stores etc.

Market Size

- India's retail market is majorly dominated by the unorganised sector. Organised segment accounts for 8 per cent of the total retail landscape, according to a study by Booz & Co and RAI.
- The Indian retail industry has expanded by 10.6 per cent between 2018 and 2019 and is expected to increase to US\$ 750-850 billion by 2019, according to another report by Deloitte. Food and Grocery is the largest category within the retail sector with 60 per cent share followed by Apparel and Mobile segment.
- The foreign direct investment (FDI) inflows in single-brand retail trading during April 2000 to December 2012 stood at US\$ 95.36 million, as per the data released by Department of Industrial Policy and Promotion (DIPP).

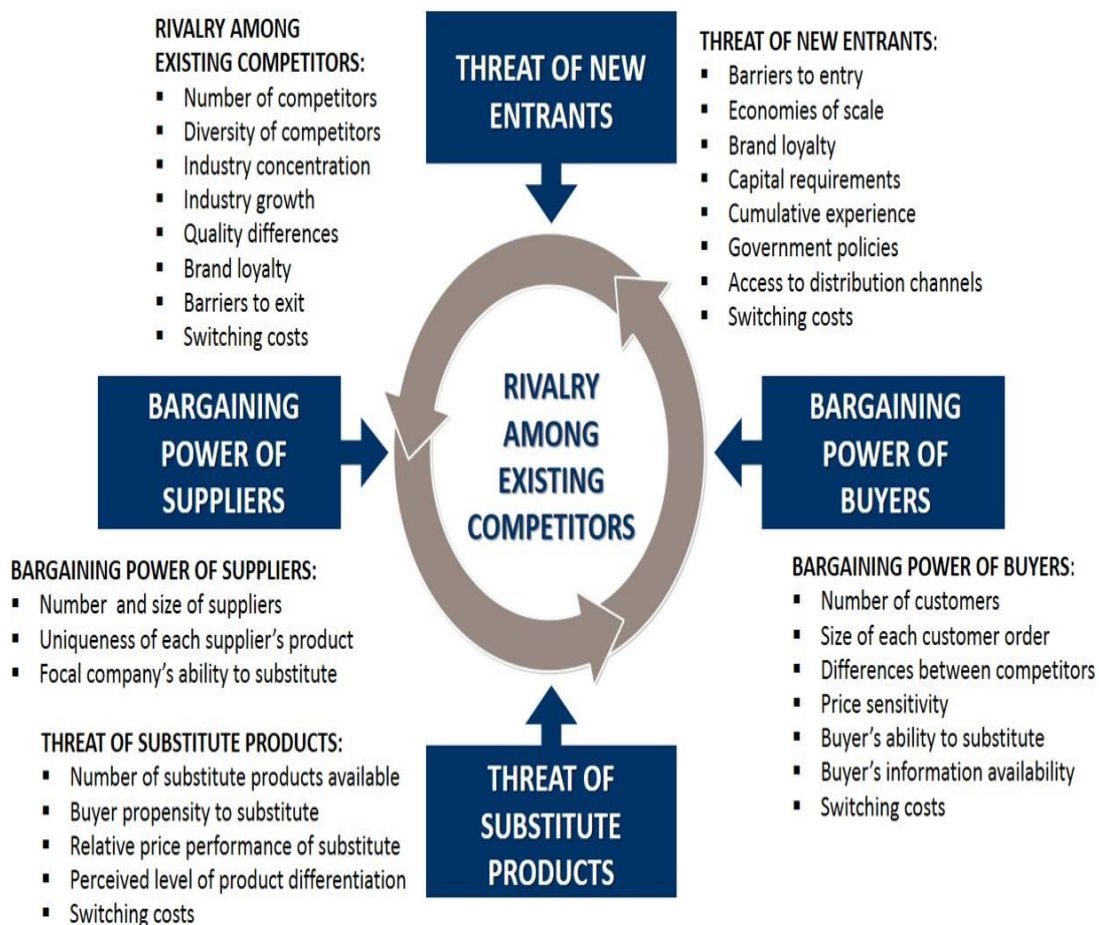
Government Initiative :

The Cabinet Committee on Economic Affairs (CCEA) has recently approved Swedish furniture retailer IKEA's application to enter the Indian industry and set up a single brand retail venture in the country. FDI would be to the tune of Rs 10, 500 crore (US\$ 1.76 billion), making it the largest investment to be made by a foreign brand in the Indian retail sector. Moreover, the Government may further simplify investment norms in multi-brand retail to please foreign retailers who intend to invest in India but are a little hesitant on certain clauses. Mr Anand Sharma, the commerce and industry minister, has re-iterated that any FDI proposal in multi-brand retail will be fast-tracked for sure.

Nature of competition :

The retail industry is highly competitive, with few barriers to entry. Each Company competes with many other local, regional and national retailers for customers, associates, locations, merchandise, services and other important aspects of the Company's business. The industry is characterized by a large number of players, both large and small, competing for market share. The rise of e-commerce has also increased the intensity of competition, as online retailers can reach a global market and offer a wider range of products at competitive prices.

Porter's Five Force Model Analysis :



1. THREATS OF NEWS ENTRANT

- E-commerce apparel websites like **Myntra**, **Yepme**, and **Jabong** are some threats of entrants in the industry. These start-ups are already established in the minds of their customers as they provide wide range and variety of products and offer good discounts.
- In Brick and Mortar Stores the fast expansion of Market Share V R Mart Retail is also a potential threat to the company because stores like these stores have already penetrated their reach to the rural customers as well.
- The fashion industry in its current state is 'high risk, high reward' for new entrants it's not too difficult to get a foot in the door and copy others, but will the markets care for those products?

2. BARGAINING POWER OF SUPPLIERS

- Historically, retailers have tried to exploit the relationship between suppliers. Bargaining power of suppliers is moderate because of the size and concentration of major retailers.
- To reduce power and retain customers, retailers seek differentiate products and create strong brands. A contract with large retailer such as Wal-Mart makes or breaks a small supplier.
- In the retail industry, suppliers tend to have less power, individual private customers have relatively low bargaining power in front of large retail chains, which are less organized.

3. POWER OF BUYERS

- Individually, customers have little bargaining power with retail stores.
- It is very difficult to bargain with the clerk at Safeway for a better price on grapes.
- As a whole, if customers demand high quality products at bargaining prices, it helps to keep retailers honest.

4. THREATS OF SUBSTITUTES

- The tendency in retail is not to specialize in one good or service, but to deal in a wide range of product and services.
- It means that what one store offers we will likely find at another store.
- Retailer offering products that are unique have a distinct or absolute advantage over their competitors.

PESTEL ANALYSIS :

A **PEST** (Political, Economic, Social and Technological) analysis is a major part of the environmental scanning section of strategic management and it is used by companies during market research and strategic analysis.

Using a PEST analysis helps a business to understand various macro environmental factors that they need to take into consideration when determining the decline or growth of a particular market.

- **Political (Legal) Aspects:**

An Industry will not be able to gain success, good reputation and trust if it will not consider legal and political sector as part of their strategy. Political and legal sectors include the needs of the company to follow the given policies and regulations of the government in order to be considered as legal and authorized business company. In this manner, industry should be able to consider political and legal aspects so as to show that they value the policies and regulations of the government in any of the business operations.

- Tax policy
- Employment laws
- Political stability
- Environmental regulations
- Trade and tariff restrictions

- **Economic Aspects:**

It is important that apparel must also give enough attention to its economic stability. The economic goal of a certain industry is like an axis in which other objectives or goals are revolving. The economic factor involves the context in which an industry belongs, i.e. the configuration of the competition in which a company operates the active demand of the products, general economic condition of the nation or region, conditions in relation with other industries, and the situation of the resource markets.

- Economic stability
- Economic growth
- Interest rates

- Inflation rates
- Exchange rates

- **Socio-cultural Aspects:**

Society and culture is an important factor that must be given emphasis by any business, specifically those who are operating in the global arena. It is important that the company must operate in compliance with the social systems in order to gain good reputation and effective public image. On the other hand, cultural aspects is equally essential, in order to understand the various needs of different individuals that belongs to different cultures.

- Population growth rate
- Age distribution
- Career attitudes
- Consumer behavior
- Religion and culture itself

- **Technological Aspects:**

The complexities of achieving business success through increased efficiency, effectiveness and competitiveness, combined with innovative applications of modern technology, has heightened the awareness of both technology and business managers towards more strategically oriented approaches for planning and management of any industry. Hence, it is important that industry must be able to give consideration to the technological aspects.

- Distribution and communication channels
- Technology incentives
- Automation
- Rate of technological change
- Environmental and ecological aspect
- Barriers to entry

Chapter – 3

COMPETITOR ANALYSIS

Competitor analysis is a critical component of any business strategy. It involves assessing the strengths and weaknesses of other companies operating in the same industry, identifying opportunities and threats, and formulating strategies to gain a competitive edge. Competitor analysis serves as the foundation for strategic decision-making. By understanding the landscape in which a company operates, businesses can make informed choices about their product offerings, pricing, marketing, and overall positioning in the market. Competitor analysis is a crucial process for businesses seeking to thrive in a competitive market. By understanding who your competitors are, what they do well, and where they fall short, you can make informed strategic decisions that help your business grow and succeed.

Competitor analysis typically involves the following steps:

- 1. Identify Competitors:** The first step is to identify who the key competitors are in your industry. These can include direct competitors who offer similar products or services, as well as indirect competitors who might address the same customer needs in different ways.
- 2. Gather Information:** Once competitors are identified, gather information about them. This includes their financial data, market share, product offerings, customer base, and pricing strategies. Publicly available information, industry reports, and customer feedback can be valuable sources.
- 3. SWOT Analysis:** Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each competitor. Assess their strengths, such as a strong brand or innovative technology, weaknesses like operational inefficiencies, opportunities in the market they are pursuing, and threats they face, such as regulatory changes.
- 4. Market Positioning:** Determine how competitors position themselves in the market. Are they cost leaders, product differentiators, or niche specialists? This insight will help you understand the competitive landscape better.

5. Customer Feedback: Collect and analyze customer feedback on competitors' products or services. Understand what customers like and dislike about their offerings. This can help identify areas for improvement in your own business.

6. Pricing Strategies: Analyze the pricing strategies employed by your competitors. Are they targeting premium customers with higher prices or aiming for cost-conscious consumers with lower prices? This information can guide your pricing decisions.

The Major Competitors of Max Fashion :

- ❖ Shoppers Stop
- ❖ Pantaloons
- ❖ Reliance Trends

Shoppers Stop :

The logo for Shoppers Stop, featuring the words "SHOPPERS STOP" in a white, serif, all-caps font, centered within a solid black rectangular background.

Shoppers Stop is an Indian retailing company promoted by the **K Raheja Corp Group**, started in the year 1991 with its first store in Andheri, Mumbai. Shoppers Stop Ltd has been awarded "**the Hall of Fame**" and won "**the Emerging Market Retailer of the Year Award**", by World Retail Congress at Barcelona, on April 10, 2008. Shoppers Stop is listed on the BSE. As of 2013, Shoppers Stop has 73 stores in India. Shoppers Stop began by operating a chain of department stores under the name "**Shoppers Stop**" in India. Shoppers Stop has 74 stores across 35 cities in India. Specifically, Shoppers Stop stores retails clothing, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and beauty products, home furnishing and decor products. Shoppers Stop launched its e-store with delivery across major cities in India in 2008.

Pantaloons :



Pantaloons Fashion & Retail Limited is an Indian premium clothing retail chain. The first Pantaloons store was launched in Gariahat, Kolkata in 1997. There are 394 Pantaloons retail stores spread across 195 cities and towns in India as of November, 2022. The state with the most number of Pantaloons locations in India is Maharashtra, with 51 retail stores, which is about 13% of all Pantaloons retail stores in India. Pantaloons was previously controlled by the Future Group, but has now been taken over by **Aditya Birla Nuvo Limited (ABNL)**. According to the Brand Trust Report, a study conducted by Trust Research Advisory, Pantaloons featured among 100 most trusted brands in India, Pantaloons is constantly extending its footprint into the rest of modern India. It spans a retail space of 1.7 million square feet which is amongst the largest in India.

Reliance Trends :

Reliance Trends is fashion and accessories brand of **Reliance Retail**. It is the subsidiary company of Reliance Retails. Reliance Trends was set up in the year 2008, today it houses almost 100 brands across key markets in the country, owing approx 16 brands in the retail chain. It aims to offer good quality fashion at a remarkably low price.

Trends is India's largest fashion retail chain across India. Trends offers stylish, high-quality products across Womens wear, Mens wear, Kids wear and fashion accessories through a diversified portfolio of own brands, national and international brands.



Trends, an affordable fashion & lifestyle retailer which operates more than 2,300 stores in over 1,100 towns and cities across India, has opened its first such store with a new brand identity in Surat with several more in the pipeline to be opened shortly.

Comparisons of the competitors :

| Company Name | Max Fashion | Shoppers Stop | Pantaloons | Reliance Trends |
|---------------------|--|---|---|---|
| Founded | May, 2004 | October, 1991 | May, 1997 | July, 2006 |
| Owners | Landmark Groups | K. Raheja Corp. group | Aditya Birla Group | Reliance Retail |
| Products | apparel, footwear and accessories for the entire family | apparels, fragrances, accessories, cosmetics, footwear, home décor and furnishings | Apparels and accessories for entire family | Apparels, footwear, accessories and home decor |

| | | | | |
|----------------------------------|---|--|--|--|
| Material used | Polyster, Polyviscose, Cotton, lycra | Polyester, polyviscose, gorget. | Polyester, polyviscose, gorget. | Polyester, polyviscose, gorget |
| Net Income | Rs. 970 crore March, 2023 | Rs. 1,175 crore March, 2023 | Rs. 1029 crore March, 2023 | Rs. 1225 Crore March, 2023 |
| Position in | Value pricing retailer | Premium brands retailer for entire family | Family Store | Iconic youth fashion brands |
| Brands available | Max-private label, PeterEngland, Integriti, Turtle | Fratini, Karrot Kashish, Life, Stop. | BareDenim, Umm,Agile, Honey,Akkriti, AnnaBelle, Allen Solly, Spykar etc | Rio, Fig, Avaasa, Fusion, Frenzd, Graviti |
| No. of Outlets in India | 400+ outlets | 166+ outlets | 344+ outlets | 777+ outlets |
| Presence in no. of cities | 176 cities | 40 cities | 170+ cities | 1100+ citites |

Chapter – 4

CUSTOMER ANALYSIS

Max Fashion, like many retail companies, serves a diverse range of customers. As Max has positioned itself as a youth brand, it also targets teenagers and college students within the age group of 18 to 24 years. Max Fashion audience is 50.02% male and 49.98% female and target audience for Max India is primarily is contemporary middle class family and young working couples within the age group of 25 to 35 yrs. Here's a breakdown of the different types of customers Max Fashion may target or encounter:

1. Current Customers:

These are individuals who are already shopping at Max Fashion. They are loyal and have made previous purchases. Max Fashion's goal is to retain and continue to meet the needs of these customers by offering them new products and maintaining a high level of satisfaction.

2. Potential Customers:

Potential customers are individuals who have not yet shopped at Max Fashion but might be interested in their products. Max Fashion may target these individuals through marketing and advertising to convert them into customers.

3. Competitor's Customers:

These are individuals who shop at Max Fashion's competitors. Max Fashion may try to attract these customers by offering competitive prices, a better selection of products, or a superior shopping experience.

4. Non-Customers of the Product Category:

Max Fashion may have customers who shop for certain types of products but not for others. For example, some customers may primarily buy clothing but not footwear or accessories. Max Fashion can try to cross-sell to these customers by promoting other product categories.

5. Occasional Shoppers:

Some customers may only shop at Max Fashion on special occasions, such as holidays or special events. These customers may be targeted with specific promotions during these times.

6. Demographic Segments:

Max Fashion may target specific demographic segments, such as age groups, gender, income levels, and geographic locations. By understanding the preferences and needs of these segments, they can tailor their products and marketing efforts accordingly.

7. Online Shoppers:

With the growth of e-commerce, Max Fashion targets customers who prefer to shop online. This includes those who browse and purchase from their website or app.

8. In-Store Shoppers:

Max Fashion also caters to customers who prefer the traditional in-store shopping experience. They provide physical stores for these customers to browse and make purchases.

Customer segmentation :

- **Demographics** - For Males, Females, Kids of every age, cast & religion.
- **Lifestyle** - upper to middle class
- **Occupation** - All type E.g.: Professional managers, sales staff, students, Homemakers
- **Geography**- throughout the country
- **Psychographics** - Fashion Followers, Shopaholics, Trend setters
- **Occasion** - Seasonal, Holiday, special occasion & regular occasion

Targeting :

- **Need based** - Assortment of clothes for all classes
- **Identification** - Working class people, Students, Each & every member of a family
- **Price conscious** people as per their purchasing power

Middle income group people are enjoying more services of Max Fashion. It is a common practice in marketing, and different types of customers may be categorized based on their behaviour, preferences, and buying habits. At Max Fashion, a retail brand, you might find various types of customers, which could be broadly classified into the following categories :

1. Economic Customers: These are customers who are primarily motivated by price and value. They are often looking for the best deals and discounts. They may not be brand loyal and are willing to switch brands or stores to save money. Max Fashion might attract economic customers with frequent sales and promotions.

2. Cognitive Customers: Cognitive customers are more conscious of their purchasing decisions and are likely to research products before making a purchase. They may consider factors like quality, brand reputation, and customer reviews. Max Fashion can appeal to cognitive customers by emphasizing product quality and offering detailed product information.

3. Passive Customers: Passive customers are not highly engaged with the shopping experience. They may not actively seek out products or promotions but will make purchases when they come across something they like. Max Fashion could engage passive customers through targeted marketing and in-store displays.

4. Impulsive Customers: Impulsive customers make quick, unplanned purchases based on emotions or immediate desires. They are often attracted by visual merchandising, displays, and limited-time offers. Max Fashion can target impulsive customers with eye-catching displays and limited-time promotions.

The timing of customer requirements, customer life cycle, and seasonal factors can all play a significant role in the retail industry, including at Max Fashion. Understanding these timing considerations is crucial for effective inventory management, marketing strategies, and sales planning. Here's a breakdown of how timing can impact Max Fashion :

Customer Life Cycle:

Different customers have different shopping patterns based on their life stages. For instance, parents may shop for children's clothing at certain times of the year or when their children outgrow their clothes. Young adults might be more active shoppers for trendy clothing during back-to-school or holiday seasons.

Seasonal Factors:

Max Fashion, like most clothing retailers, is influenced by seasonal trends. They typically release new collections for each season (spring/summer, fall/winter), so they need to plan their inventory and marketing campaigns accordingly. Seasonal factors can also affect the type of clothing customers are looking for. For example, winter coats and warm clothing are in demand during the winter season, while summer attire is sought after in the warmer months.

Festivals and Special Occasions:

Certain festivals and special occasions drive increased shopping activity. For example, festivals like Eid, Diwali, Christmas, and New Year's Eve prompt people to purchase new clothing. Retailers, including Max Fashion, often have special promotions, discounts, and collections tailored for these occasions to attract more customers.

Sales and Promotions:

Max Fashion, like many retailers, may have sales and promotions during specific times of the year, such as Black Friday, Cyber Monday, and end-of-season clearance sales. Customers often wait for these events to get the best deals, so timing is critical for attracting bargain-hunting shoppers.

Trend and Fashion Cycles:

The fashion industry operates on a cycle with trends coming in and out of style. Retailers like Max Fashion must keep an eye on these cycles and introduce new styles and collections in line with current fashion trends.

Inventory Management:

Timely inventory management is essential to meet customer demand and avoid overstock or understock situations. Retailers should use data analytics and historical sales data to anticipate customer requirements.

E-commerce and Online Shopping:

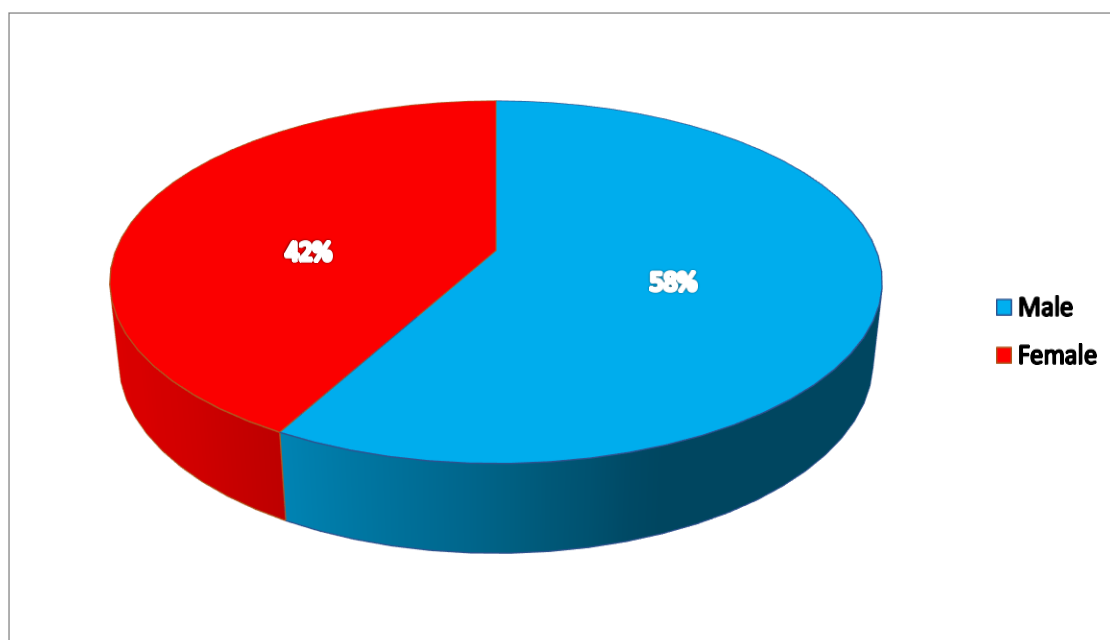
With the rise of online shopping, customers can shop at any time, not just during store hours. This means retailers need to have an online presence that is available 24/7 to accommodate the shopping habits of their customers.

Chapter - 5

DATA ANALYSIS

1. Gender :

| Particulars | Frequency | Valid Percent |
|-------------|-----------|---------------|
| Male | 29 | 58.0 |
| Female | 21 | 42.0 |
| Total | 50 | 100.0 |



Analysis:

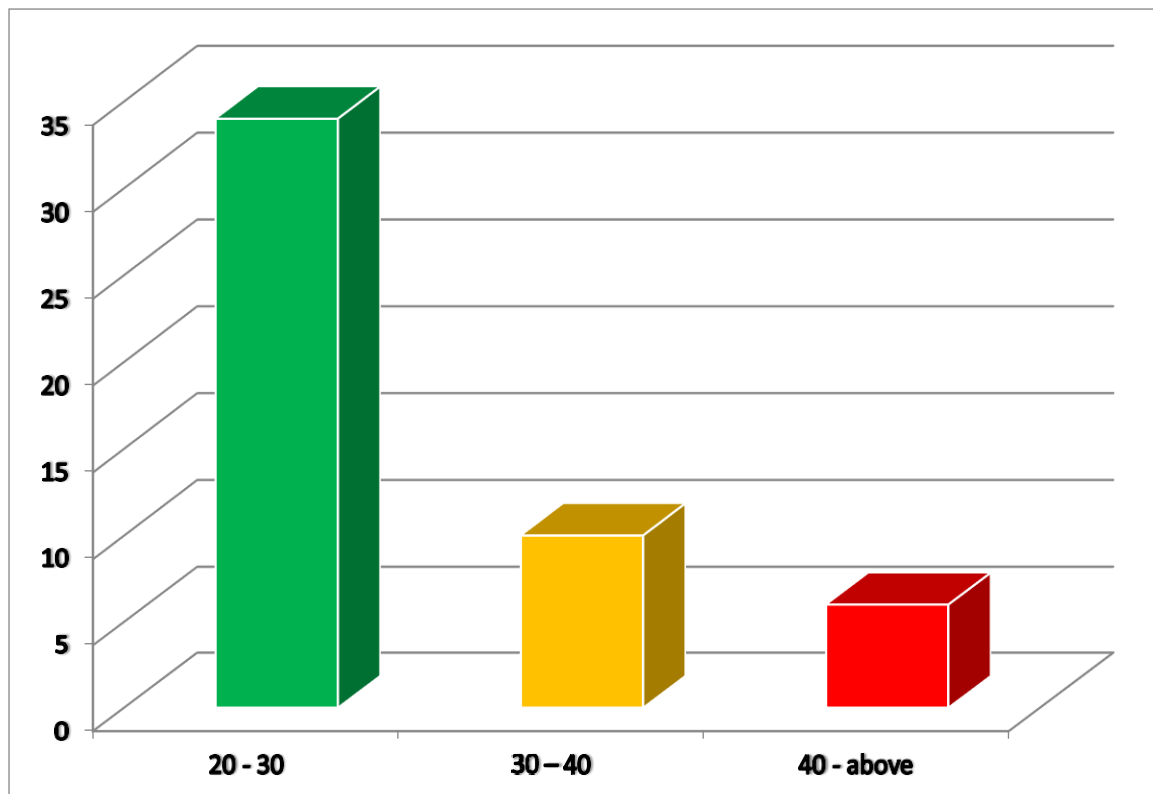
From the above table and the pie graph it is clearly observed that the number of males entering into the Max Fashion stores are more when compared to that of females. But from the taken sample of 50 respondents, the number is quite same.

Interpretation:

From the taken sample of 50 respondents the number of males is higher than the number of females but the number is quite same, so Max Fashion should not neglect on any gender as both are entering into the stores in almost same numbers.

2. Age group :

| Particular | Frequency | Valid Percent |
|------------|-----------|---------------|
| 20 - 30 | 34 | 68.0 |
| 30 – 40 | 10 | 20.0 |
| 40 - above | 06 | 12.0 |
| Total | 50 | 100 |



Analysis:

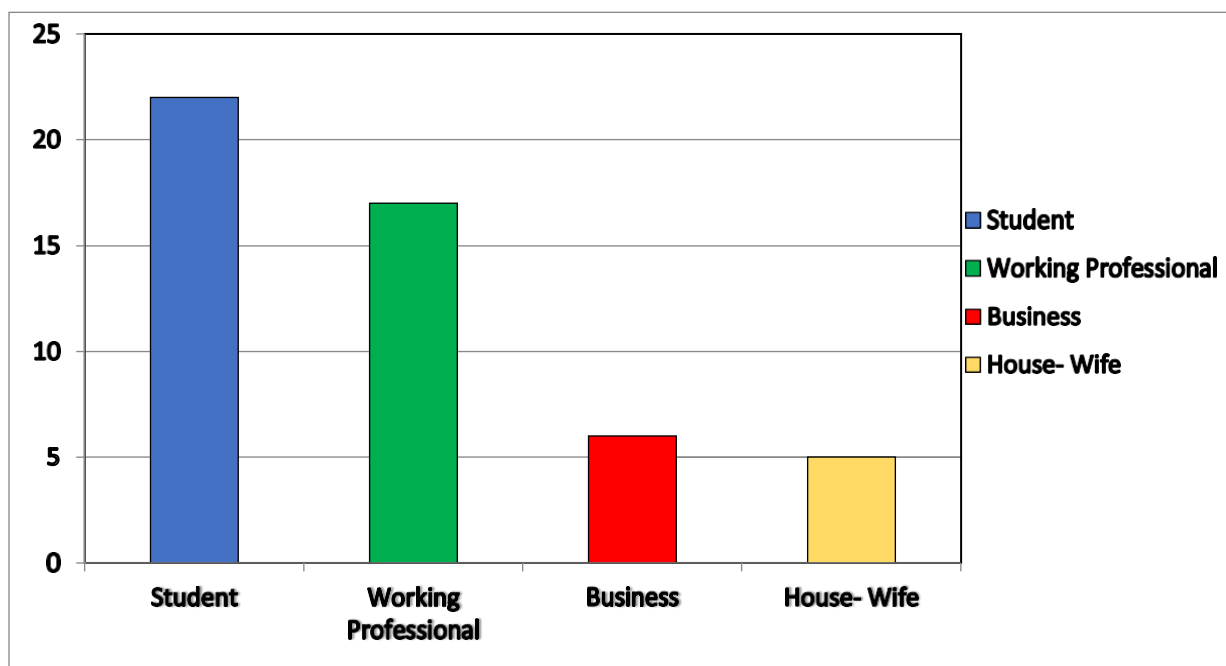
From the above figure and the table it is clearly observed that most of the people entering into the Max Fashion store belong to the age group of **20-30** years.

Interpretation:

As it is clear that the people of age group between **20-30** years are visiting the stores mostly. So Max Fashion have to concentrate on attracting more people of this group. All the promotions should be done in the way to influence the people of this age group to come into stores.

3. Occupation:

| Particular | Frequency | Valid Percent |
|----------------------|-----------|---------------|
| Student | 22 | 44.0 |
| Working Professional | 17 | 34.0 |
| Business | 06 | 12.0 |
| House- Wife | 05 | 10.0 |
| Total | 50 | 100.0 |



Analysis :

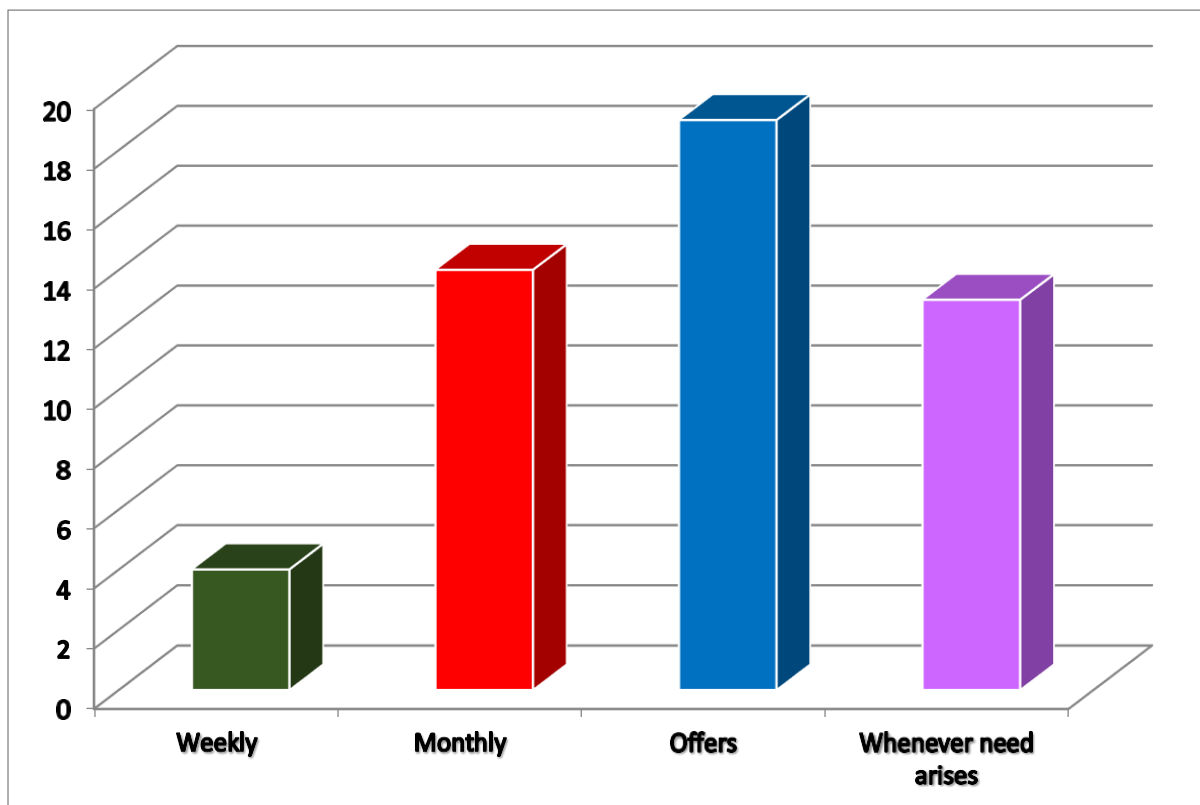
From the above bar graph it is very clear that most of the people who were entering the store are students and next to students is working professionals, followed by the business people and House wives.

Interpretation :

Max Fashion was getting its targets customers and it has to concentrate more on doing different types of promotions for attracting the remaining classes of customers.

4. How frequently do you visit Max Fashion store.

| Particular | Frequency | Valid Percent |
|----------------------|-----------|---------------|
| Weekly | 04 | 8.0 |
| Monthly | 14 | 28.0 |
| Offers | 19 | 38.0 |
| Whenever need arises | 13 | 26.0 |
| Total | 50 | 100.0 |



Analysis:

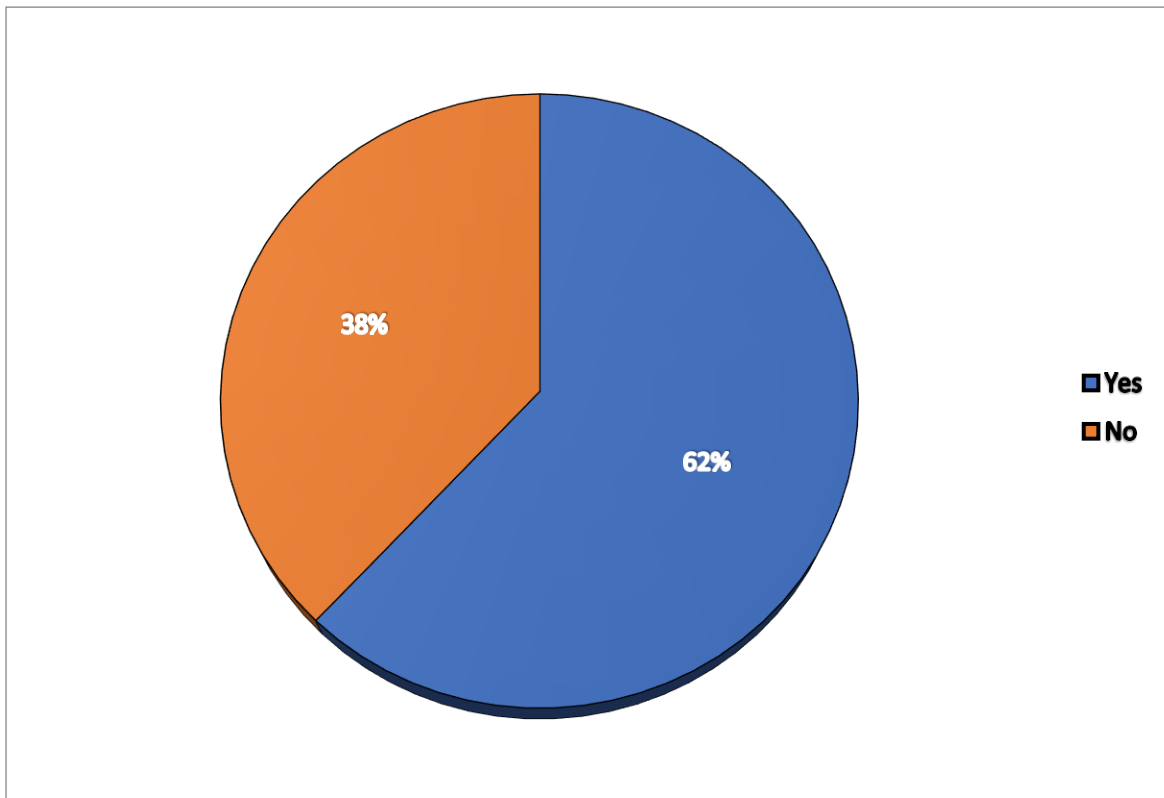
From the above graph it is observed that 38% people entering the stores at the time of special offers, 28% people are coming to Max Fashion stores monthly and 26% are coming whenever they need and just 8% people were coming into the stores on weekly basis.

Interpretation:

Most of the people coming into the stores during special offers and some are coming monthly and when ever need arises for them. So, Max Fashion have to concentrate on maintaining the relationship with the customers in such a way that it should retain its customers.

5. Are you happy with the location of Max Fashion stores in the city

| Particular | Frequency | Valid Percent |
|------------|-----------|---------------|
| Yes | 31 | 62.0 |
| No | 19 | 38.0 |
| Total | 50 | 100.0 |



Analysis :

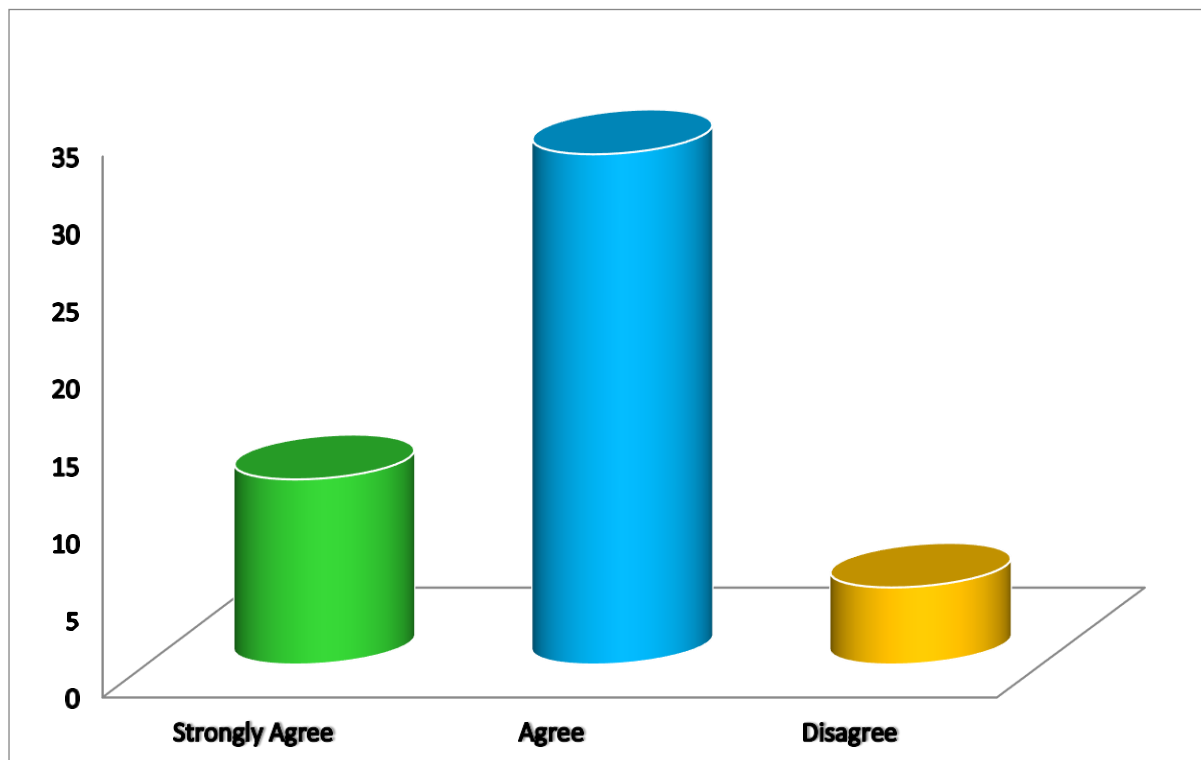
From the above figure it was clear that maximum people 62% feel that they were happy with the location of the store in the city and remaining 38% were not happy with the location.

Interpretation :

It was clear that maximum of the respondents have told that Max Fashion stores were located at a good location in the city and Max fashion can concentrate on bringing more customers into the stores as they were located in the right location in the city.

6. Staff greeted you and offered to help you

| Particular | Frequency | Valid Percent |
|----------------|-----------|---------------|
| Strongly Agree | 12 | 24.0 |
| Agree | 33 | 66.0 |
| Disagree | 05 | 10.0 |
| Total | 50 | 100.0 |



Analysis:

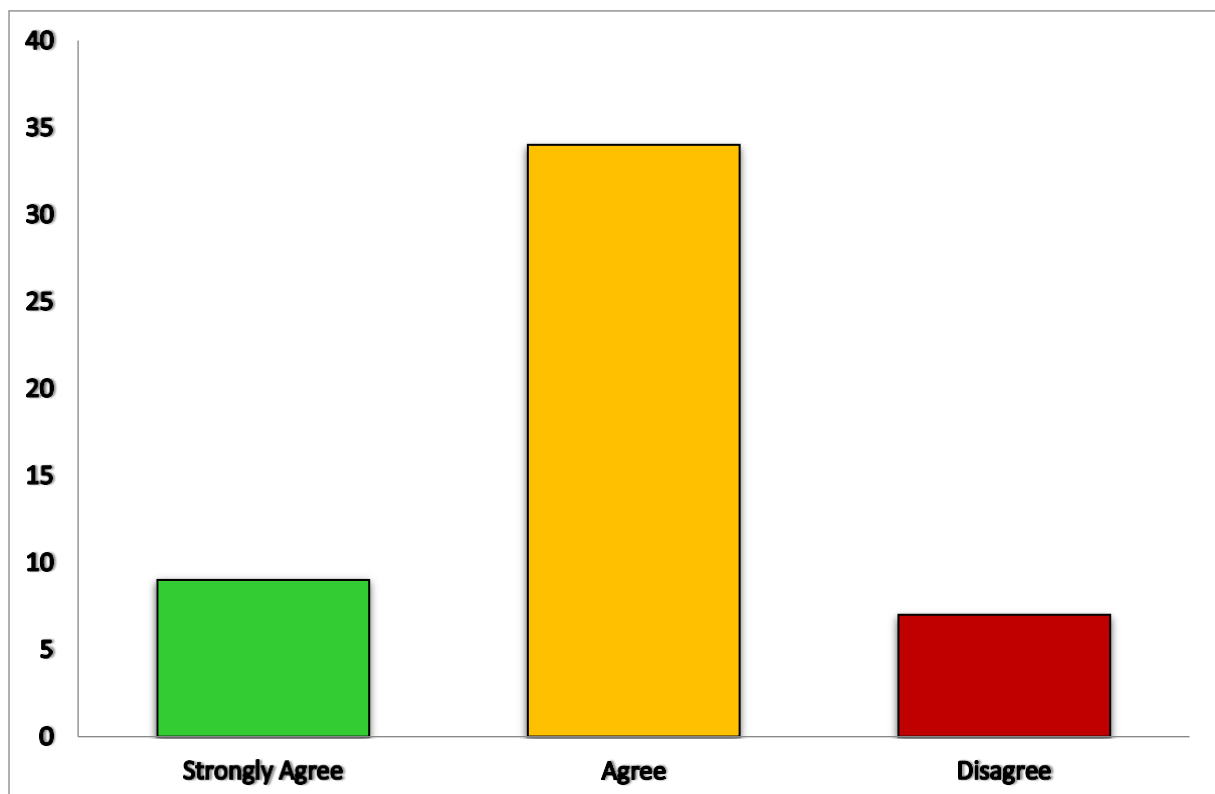
From the above table and figure it is clear that 66% of people agreed that staff greeted them and offered to help them, 24% have strongly agreed, only 10% were disagree.

Interpretation:

From the total of 50 respondents no one has given the response as strongly disagree and very less have given disagree, so it is very good that no one have negative response regarding this. So Max Fashion can concentrate on training the employees in a better way for assisting different types of customers, employees must be made to communicate in the language which was understandable to the customers.

7. Staff was available in a timely manner.

| Particular | Frequency | Valid Percent |
|----------------|-----------|---------------|
| Strongly Agree | 09 | 18.0 |
| Agree | 34 | 68.0 |
| Disagree | 07 | 14.0 |
| Total | 50 | 100.0 |



Analysis:

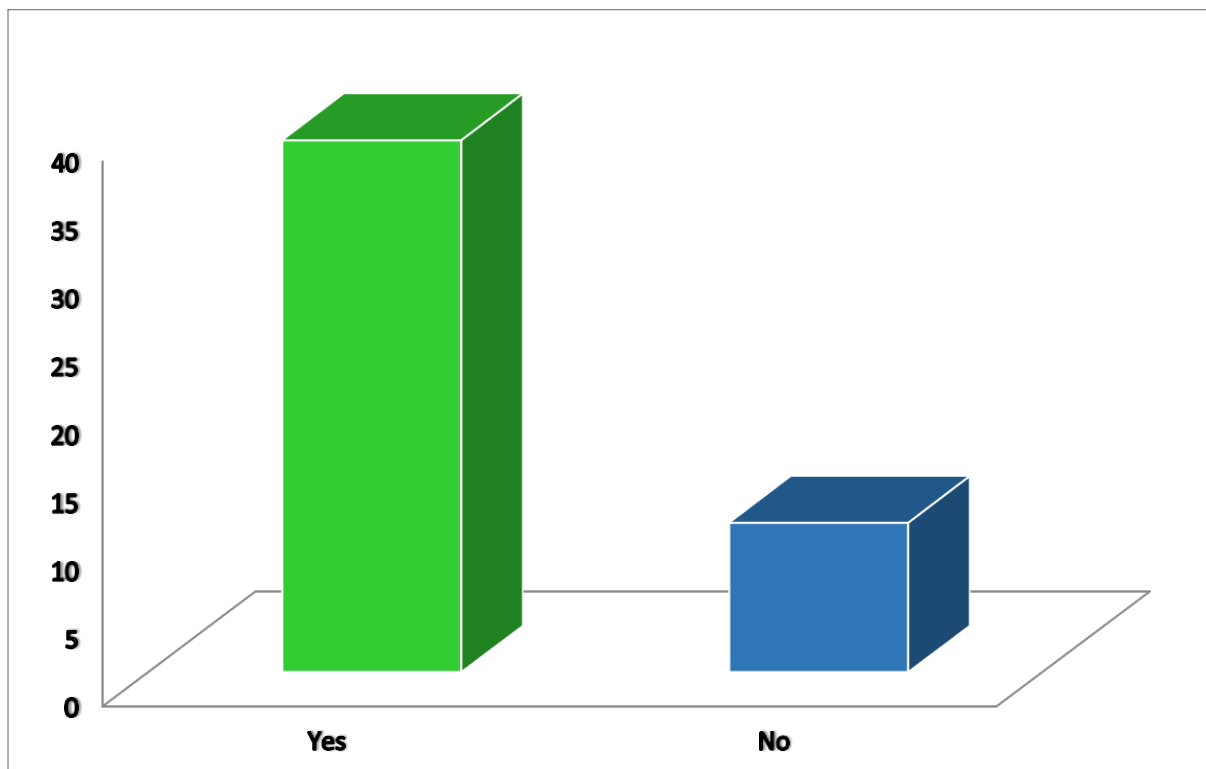
More than 60% of the respondents agreed that staff was available to assist them in timely manner and 18% of respondents have strongly agreed and just 14% of respondents disagreed.

Interpretation:

From the above data it is clearly understood that very few customers feel that staff was not available in timely manner and the maximum of the respondents feel that staff was available.

8. Do the store provides convenient parking for customers.

| Particular | Frequency | Valid Percent |
|------------|-----------|---------------|
| Yes | 39 | 78.0 |
| No | 11 | 22.0 |
| Total | 50 | 100.0 |



Analysis:

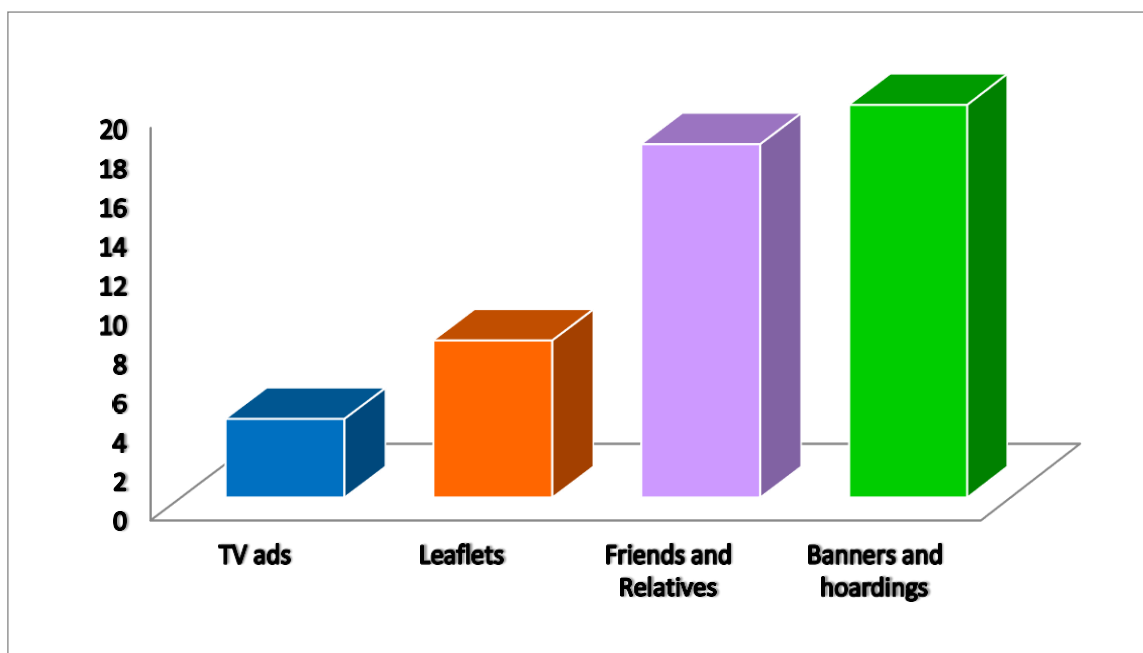
78% of the respondents feel that they have convenient parking space and 22% of respondents feel they don't have convenient parking space.

Interpretation:

The Max Fashion store having enough parking space but some people are feeling that they don't have convenient parking. This may be because parking vehicles in the parking space is not properly managed. If the parking space is not available for customers there may be chance that they may get negative impression on entire Max Fashion.

9. How did you come to know about Max Fashion.

| Particular | Frequency | Valid Percent |
|-----------------------|-----------|---------------|
| TV ads | 04 | 8.0 |
| Leaflets | 08 | 16.0 |
| Friends and Relatives | 18 | 36.0 |
| Banners and hoardings | 20 | 40.0 |
| Total | 50 | 100.0 |



Analysis:

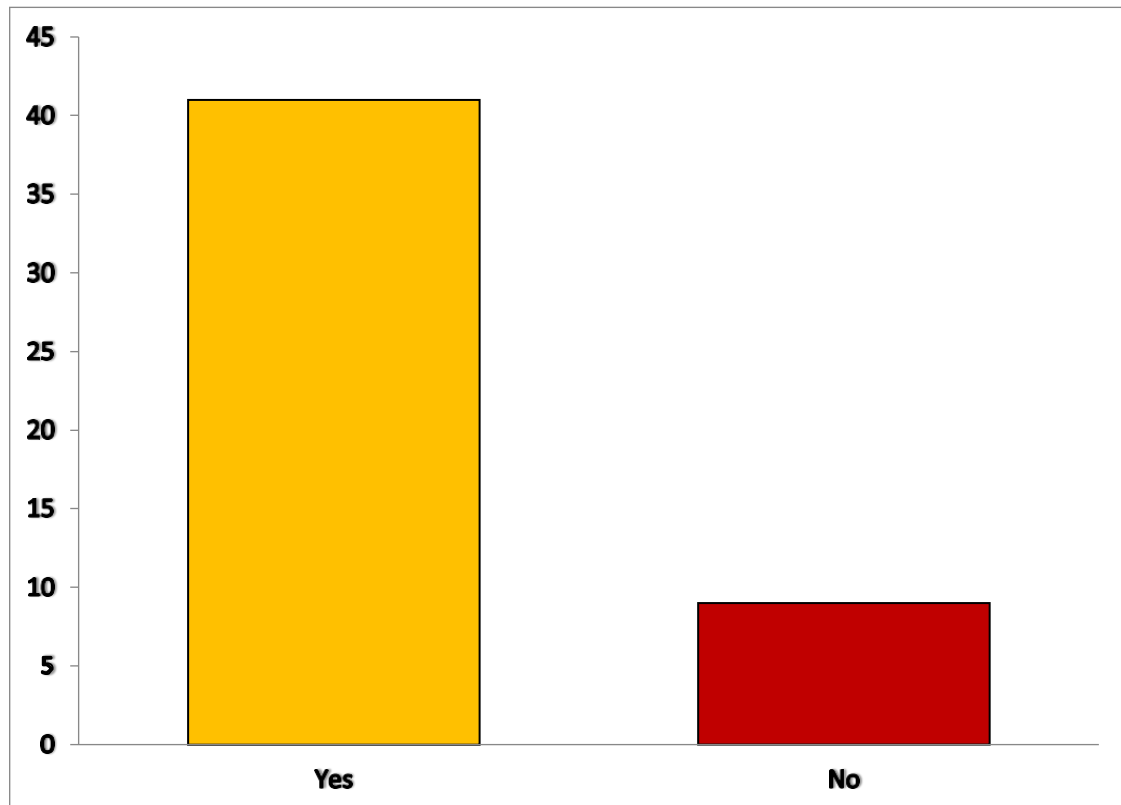
From the above data it was clearly observed that 40% of people came to know about Max Fashion through banners and hoardings and 36 % of people through their friends and relatives, through leaflets is 16% and through television advertisement is 8%.

Interpretation:

Many customers came to know about Max Fashion from the banners and hoardings. Max Fashion is getting mouth publicity without any cost to company also helps Max Fashion as many customers came to know about Max Fashion from their friends and relatives. We cannot neglect the number of customers coming by seeing the advertisements in television and by receiving pamphlets, they both confine a total of 24%. So we can concentrate on doing these activities more effectively.

10. Would you like to recommend Max Fashion to your friends and family?

| Particular | Frequency | Valid Percent |
|------------|-----------|---------------|
| Yes | 41 | 82.0 |
| No | 09 | 18.0 |
| Total | 50 | 100.0 |



Analysis:

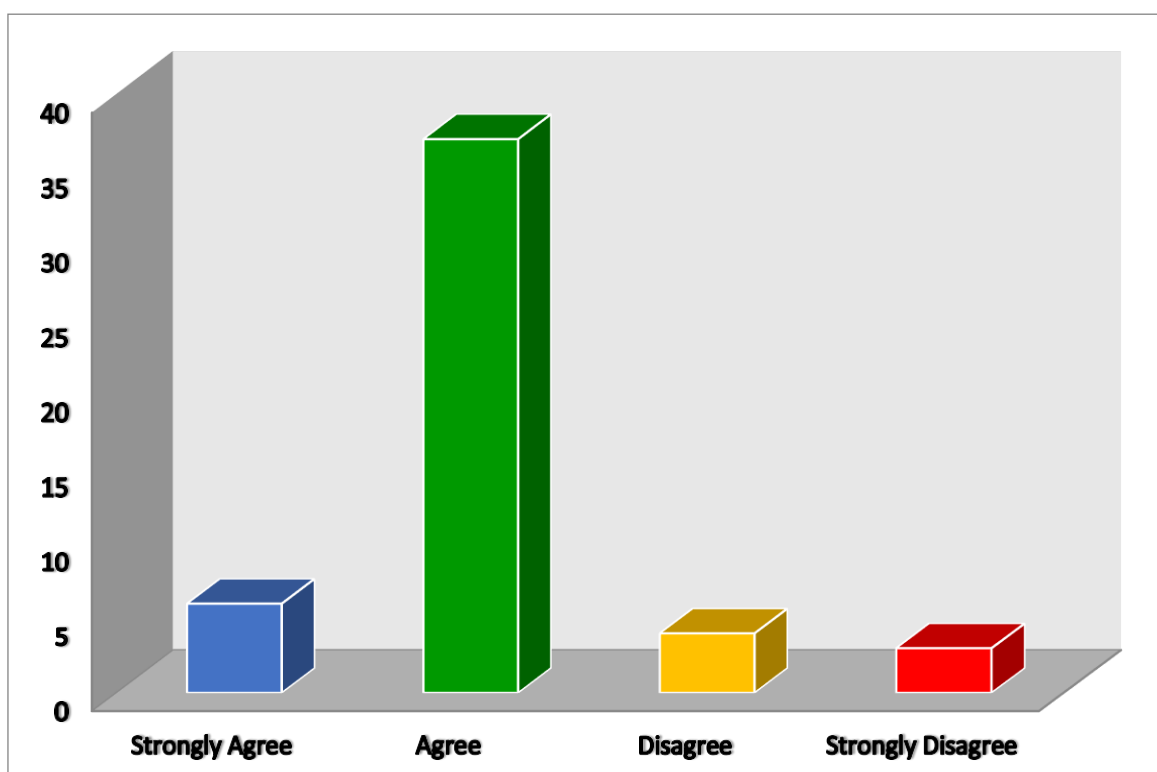
82% of respondents said that they would like to recommend Max Fashion to their friends and relatives, only 18 % said that they would not like to recommend Max Fashion.

Interpretation:

It is very good for Max Fashion that 82% of people who are coming into store like to visit the store again and also they would like to recommend Max Fashion to others. So Max Fashion can concentrate on the remaining people who are not likely to recommend Max Fashion to others by assisting them in providing what they want.

11. The offers available in the store are good value for money.

| Particular | Frequency | Valid Percent |
|-------------------|-----------|---------------|
| Strongly Agree | 06 | 12.0 |
| Agree | 37 | 74.0 |
| Disagree | 04 | 8.0 |
| Strongly Disagree | 03 | 6.0 |
| Total | 50 | 100.0 |



Analysis:

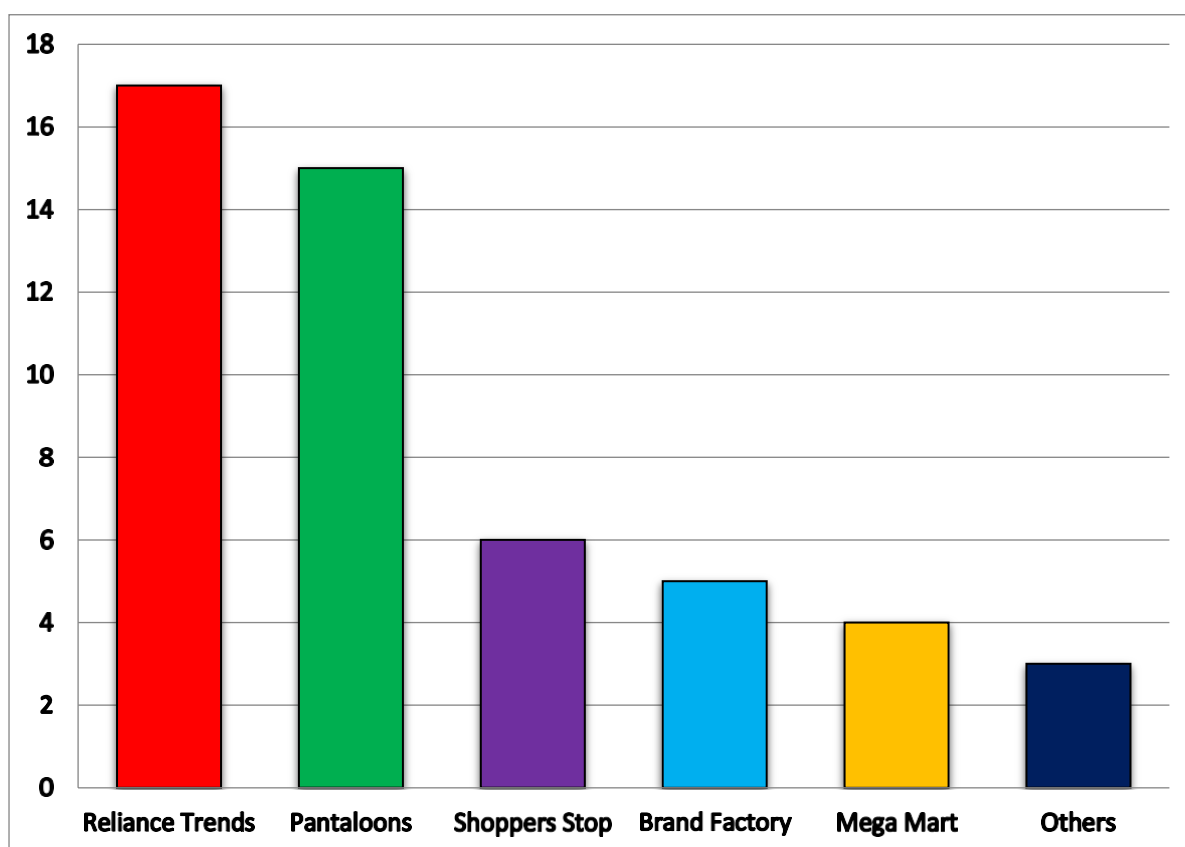
From the above data table it is clear that 74% of respondents feel that the merchandise offered by Max Fashion was good values for money and 12% feel that they strongly agree and only 8% of respondents disagree and 6% strongly disagree.

Interpretation:

86% feel that the offers available in the store are good value for money. So maximum people find the pricing and offers in the Max Fashion store was good.

12. Where do you usually shop for if not Max Fashion.

| Particular | Frequency | Valid Percent |
|------------------------|------------------|----------------------|
| Reliance Trends | 17 | 34.0 |
| Pantaloons | 15 | 30.0 |
| Shoppers Stop | 06 | 12.0 |
| Brand Factory | 05 | 10.0 |
| Mega Mart | 04 | 8.0 |
| Others | 03 | 6.0 |
| Total | 50 | 100.0 |



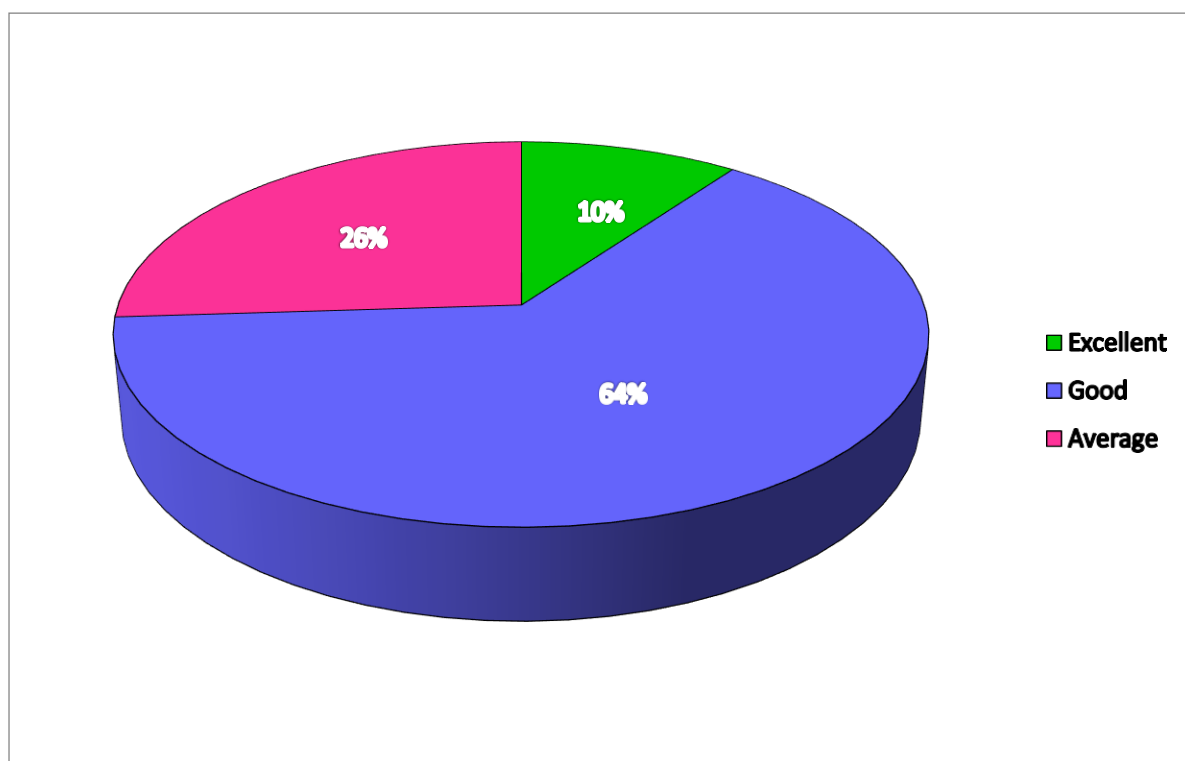
Analysis:

From the above data it is observed that 34% prefer shopping in Reliance Trends, 30% prefer to shop in Pantaloons, 12% in Shoppers Stop, 10% in Brand Factory, 8% in Mega Mart and 6% in other types of retail apparel stores.

13. How do you rate your experience in Max Fashion with regard to

a) Customer service :

| Particular | Frequency | Valid Percent |
|------------|-----------|---------------|
| Excellent | 05 | 10.0 |
| Good | 32 | 64.0 |
| Average | 13 | 26.0 |
| Total | 50 | 100.0 |



Analysis:

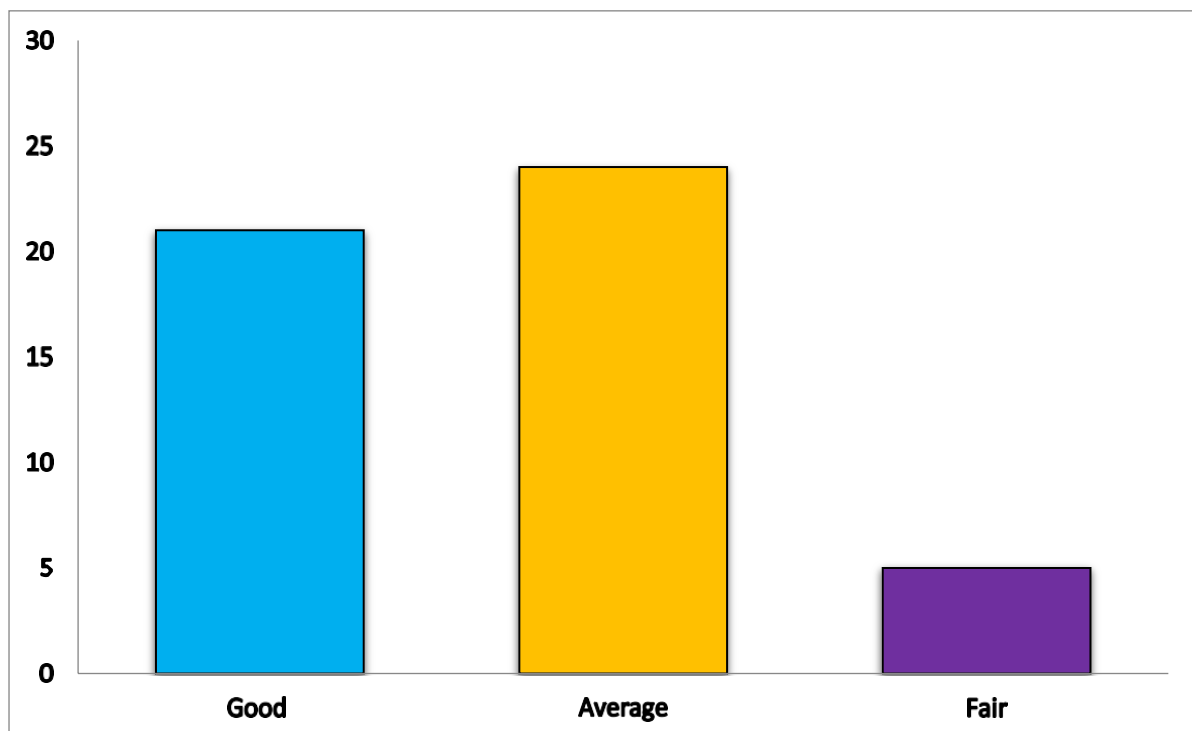
From the total respondents of 50, 64% feel that customer service at Max Fashion was good, 26% of respondents feel it is average and 10% of respondents feel that it is excellent.

Interpretation:

From the analysis we can understand that no one customer from respondents feel that customer service at Max Fashion is poor. Maximum of the respondents feel that customer service at Max Fashion is good. Max Fashion can do better customer service for satisfying the remaining customers who feel it is not good.

b) Billing counter experience :

| Particular | Frequency | Valid Percent |
|------------|-----------|---------------|
| Good | 21 | 42.0 |
| Average | 24 | 48.0 |
| Fair | 05 | 10.0 |
| Total | 50 | 100.0 |



Analysis:

From the above data it can be observed that 48% of respondents feel that their Billing experience in Max Fashion is average. 42% of respondents feel it is good and 10% feel it is fair.

Interpretation:

It can be interpreted that not even half of the respondents feel that their billing experience in Max Fashion is good and 48% of people feel it is average. So, it can be clearly observed that there was negative impression on the billing. Max Fashion can increase the number of billing counters in the store and keeping the experienced staff for doing the faster billing and to reduce the waiting time for customers.

FINDINGS

- ❖ Most of the customers were looking for more well known brands, where Max Fashion concentrating on their own private labels.
- ❖ A feedback book was kept near the billing counter, but very less customers were writing in the feedback book.
- ❖ All the merchandise was not arranged according to their sizes.
- ❖ Some types of works like rebranding the different stalls in the store, electric works happening in the store in the working hours creating disturbance to the customers.
- ❖ Customers in the Mens section feel that the collections for Mens have to be increased as the sizes of the some products are not available.
- ❖ Some customers in the Mens section said that the Shirts and T-Shirts have to be more colourful and more designs should be there, but the Mens collections of different designs in the store are less, and all are almost similar models.
- ❖ Some customers are asking for the footwear, backpacks and bags.
- ❖ Max Fashion was loosing some customers who were coming into the store for buying the footwear, backpacks or bags.
- ❖ Alteration time have to be reduced. Many customers are waiting in the store for alteration.

ACTUAL WORK DONE:

An internship is a structured and temporary work experience program that provides individuals, often students or recent graduates, with the opportunity to gain practical, on-the-job experience in a specific industry or field of study. Internships can vary in duration, from a few weeks to several months, and can be paid or unpaid. They are typically offered by organizations, businesses, non-profits, or government agencies.

Internships provide a bridge between academic knowledge and practical experience, helping individuals develop skills, make connections, and clarify their career goals. They are a valuable stepping stone in the transition from education to the professional world.

Maintaining the Reports that shows the work done during the SIP are given below:

- ❖ Identify all the departments and as well as the sub-departments of the store, products, price, and different brands.
- ❖ Customer handling in Mens wear department.
- ❖ Assisted in store daily operational works.
- ❖ Inward and outward process of new stocks and also arranging new stock in the display and DST.
- ❖ Collecting and maintaining customers data from the landmark rewards and calling the customers regarding the Ganesh Puja and Durga Puja offers.
- ❖ Explaining the customers about the benefits of Max buddy and Max elite.
- ❖ Collecting some internal data like the analysis of this year and previous year targets and achievements.
- ❖ Learned about the billing process.

Chapter - 6

SUGGESTIONS

- ❖ All the sizes must be made available in the stores so that Max Fashion will not lose out some customers and new stocks should replenished properly on time.
- ❖ More popular brands have to be kept in the store, more customers were asking for that brands.
- ❖ All types of works which were happening in the stores have to be done before or after the working hours of the store.
- ❖ New Collections in the Mens wear section can be increased.
- ❖ Promotional activities or marketing activities have to be monitored properly. So that they can help Max Fashion to get more customers.

CONCLUSION

From the above findings the following are the conclusion on customer satisfaction with regards to Max Fashion. From the study we conclude that all the customers are not fully satisfied with not only Max Fashion, customers are finding some faults in the store. The customers entering into the store are happy with the offers available in the store that the offers are good value for their money. But from my observation I can conclude that Max Fashion was spending lot of money for different types of marketing and promotional activities for driving more customers into the stores, but Max Fashion was not concentrating on converting the people who entered the store into a final customers. After conducting a thorough survey and research on Max Fashion it is observed that it has been perceived as a good brand. It has good customer loyalty and also attracts a large number of new customers. It also offers its customer a unique shopping experience a few brands can offer. It also got an advantage of its locations situated in commercial locations. There are a good number of Max Fashion stores located across the other cities which makes it easy for customers to access the stores. Customers seemed to be happy when it came to the layout of the store, the merchandise, and cleanliness of the store, ambience, etc. Consumers have high expectations from Max Fashion regarding pricing; they expect good collection of clothes at much cheaper price. A lot of awareness programs may help in getting better footfalls. The future for Max Fashion indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers.

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ANNEXURE

I am undertaking a research project on customer satisfaction with regard to 

Your feedback will be useful for my project. I assure that all the information from you will be kept confidential and will be used only for my project. Kindly give your feedback.

Name: **Occupation:**

Gender: **Age Group:**

Email: **Mobile:**

1. How frequently do you visit Max Fashion store ?

(a) Weekly (b) Monthly (c) During offers (d) Whenever need arises

2. Are you happy with the location of Max Fashion store in the city ?

(a) Yes (b) No

3. Staff greeted you and offered to help you ?

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

4. Staff was available in a timely manner ?

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

5. Do the store provides convenient parking for customers ?

(a) Yes (b) No

6. How did you come to know about Max Fashion ?

(a) TV advertisements (b) Leaflets (c) Banners & hoardings (d) Friends and relatives



7. Do you like to visit Max Fashion store again ?

(a) Yes (b) No

If no Please specify reason_____

8. Would you like to recommend Max Fashion to your friends or family ?

(a) Yes (b) No ,

If no Please specify reason_____

9. The offers available in the store are good value for money ?

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

10. Where do you usually shop for if not Max Fashion. Please mention here_____

11. How do you rate your experience in Max Fashion with regard to

1. Customer service

a) Excellent (b) Good (c) Average (d) Fair (e) Poor

2. Billing counter experience

a) Excellent (b) Good (c) Average (d) Fair (e) Poor

12. Any suggestions or comments on how Max Fashion can give you a better shopping experience.

Thank You