



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

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

A Study on Customer Service at MAX Fashion

SUBMITTED BY

Ananya Sahoo
MBA Batch: 2022-24
University Regn. No: 2206258090

Faculty Guide

Dr. Varun Agarwal
Asst. Prof.
(Marketing) BIITM,
Bhubaneswar

Corporate Guide

Mr. Dibya Ranjan Sahoo
Store Manager
Max Fashion (Forum mall)
Bhubaneswar

CERTIFICATE OF INTERNAL GUIDE

This is to certify that Ms. ANANYA SAHOO bearing university registration no-2206258090 of 2022-24 batch, has completed her summer internship at **MAX Fashion** (Forum Mall, Esplanade) from 1st Sept 2023 to 30th Sept 2023 under the supervision of Mr. Dibya Ranjan Sahoo (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

Signature of the Internal Guide

Name: Mr. Dibya Ranjan Sahoo

Designation: Store Manager

DECLARATION

I ANANYA SAHOO Bearing university registration no-2206258090 (2022-24 batch), hereby declare that the project report titled A STUDY ON CUSTOMER SERVICE is based on my internship at MAX FASHION, during the period 1st SEPT 2023 to 30th SEPT 2023 and is an original work done by me under the supervision of Mr. Dibya Ranjan Sahoo (Corporate Guide) and Dr. Varun Agarwal (Internal Guide). This report is being submitted to BIJU PATTNAIK 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:

Signature

TABLE OF CONTENTS

	CONTENTS	PAGE NO
1.	<u>Introduction about the Organizational study and Industry:</u> Introduction Scope of the Study Objective of the Study Methodology Period of the Study Limitations of the Study	3-5
2.	<u>Details of the Organization:</u> Background max fashion Vision, Mission, our values Product/Service Profile	6-10
3.	<u>On the job process</u> Analyze objectives organization structure HR practices Industry Analysis	11-23
4.	<u>Competition Analysis</u> SWOT Analysis Pestel Framework Analysis of Company Porter Five Force Model of max retail	24-40
5.	<u>Maximizing customer loyalty</u>	

	ELITE membership voucher Marketing and Promotion Implementation plan Evaluation and monitoring	41-44
6.	Learning Outcomes	45-46
7.	Recomdation	47
8.	<u>Concluding Remark</u> Summary Gain from project Reference	48-49
9.	Appendices	49-52

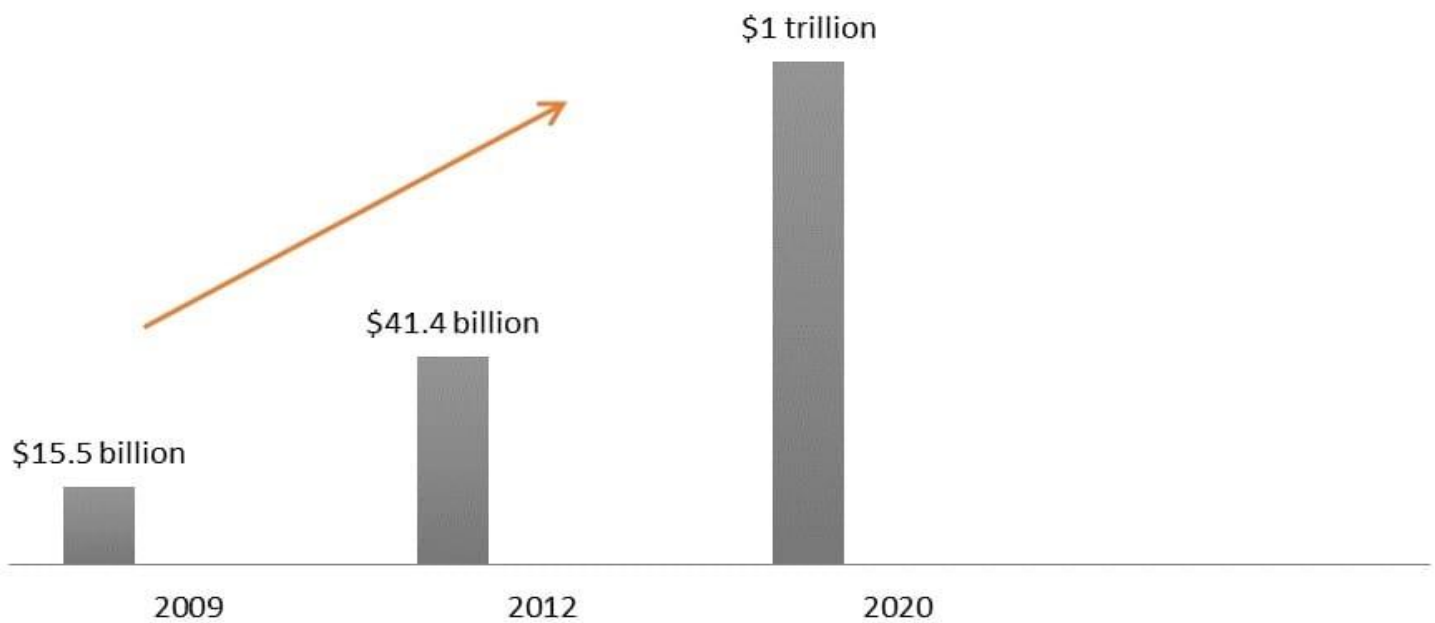
CHAPTER 1

INTRODUCTION ABOUT ORGANISATIONAL STUDY AND INDUSTRY

INTRODUCTION

- An organization is an arrangement of social structure and creation of formal relationship designed to accomplish desired and collective goals which produces delegation of authority and controls its own performance, which has its boundary from its environment.
- An organizational study is the study and nature of individual and group dynamics in the organizational setting. Various factors evolve around the working environment when people interact with each other in the organization.
- It is an essential tool for any MBA graduate to brainstorm and cluster by applying various theoretical aspects in real life situation at the work place which attempts to understand and initialize the learning phase model.

Growth of Organized Retail in India



- The study is determined to inculcate adequate knowledge with various departments and divisions in the organization. This study was carried out at **MAX** fashion store of FORUM MALL(ESPLANADE), Bhubaneswar . This study is based on various functions and network of different sections of a retail store.

SCOPE OF STUDY

The organizational study in **MAX** Fashion Retail Market gives an opportunity to get accustomed to the retail working environment in the mode of direct selling for the period of 4 weeks. The study is conducted to understand the structure, function and process of various departments and their inter departments.

OBJECTIVE OF STUDY

The organizational study was carried out in **MAX** Fashion, the following objectives:

- To get an in-depth knowledge about the product.
- To get an insight on cashiering process.
- To understand the sales process at MAX FASHION.

METHODOLOGY

1. IDENTIFICATION OF THE COMPANY

Max Fashion under Landmark group was selected for the organizational study by considering the following factors such as

- Reputation of the firm
- Industry Location
- Ease of getting permission

2. IDENTIFICATION OF THE OBJECTIVES

The specific objective of the organization study was identified and listed in order of priority which helped in conducting the survey in a systematic and effective manner.

3. DATA COLLECTION

Both Primary and Secondary sources of data were used in this research.

- **PRIMARY DATA**

It was collected through observations, personal interviews, discussion with managers and employees of various departments in the organization.

- **SECONDARY DATA**

This was collected through literature review which includes company records and documentation.

4. ANALYSIS AND INTERPRETATION

The data collected must be properly analyzed to evaluate and enhance the data quality. This analysis is done to identify the actual meaning of the data which helps in proper interpretation of data. Data analysis involves working to uncover patterns and trends in data sets and data interpretation involves explaining those patterns and trends.

5. DOCUMENTATION

After the analysis and interpretation of the data, the information is documented in the form of organizational study report which gives an elaborate study of the report on the organizational study.

PERIOD OF STUDY

30 Days

LIMITATIONS OF THE STUDY

- An in-depth study of an organization could not be carried out due to shortage of time.
- The reliability of data used for the study is largely depends upon the companies reports and the information given by executives.
- There were difficulties in obtaining data from executives and managers due to their busy work schedule.
- The organization had the limitation to disclose their financial details, thus the detailed analysis of financial performance of the organization was not possible.

CHAPTER 2

DETAILS OF THE ORGANISATION

THE ORGANIZATION



BACKGROUND

The **LANDMARK GROUP** is a multi-national conglomerate-based company founded in Dubai,



UAE in the year **1973** by **MICKY JAGTIANI**. The organization has successfully grown into one of the largest and best captivator in retail and hospitality segments in Middle-East, Africa and India.

"How we do our business, is as important as what we do for our business." - **Micky Jagtiani**, Founder
Chairman of the Landmark Group

The Group provides a value driven product range for the entire family through a diverse portfolio of **57 brands** constituting

- **27 Own Brands**
- **30 Franchise Brands**

"It is important to do what is right, not what is easy." - Renuka Jagtiani,(Chairwoman of the Landmark Group)

The **Landmark Group** has ventured and capitalized retail experience **over 44 years** with workforce over **60,000 employees**. The organization has spread over **2,200 outlets** featuring about **30 million square feet retail space**.

LANDMARK GROUP INDIA

The Landmark Group India is spread over **88 Cities** and employs **25%** of its employers as **Women**. The lookout for new talent to strengthen teams and seek professionals have been the ultimate goal to enhance and embrace quality of products and services

The group provides a friendly, inspiring, fun, innovative and fast-paced environment to excel and nurture talents by encouraging, expanding and refining skillsets with the aim to innovate distinctively. **“Creating exceptional value for all lives we touch”** is the cornerstone of the company’s philosophy. All efforts steer towards continued delivery of exceptional promise to customers through products and services.



This study was carried out at MAX FASHION STORE of LANDMARK GROUP at FORUM MALL (ESPLANADE), BHUBANESWAR.

MAX FASHIONS

INTRODUCTION

Max is a fashion brand offering customers a one stop shop for clothing, accessories and footwear needs for the entire family.

Max, a part of \$5 billion Dubai based Landmark Group, has pioneered the concept of _value fashion 'in India. In 2014 it was India's fastest growing fashion brand and in terms of size, it contributed one fourth of the Landmark Group's revenue as of 2014.

Max Fashion currently operates around 145 stores in the country and it plans to open 50 more stores in 2016-17



HISTORY

- **MAX** is the international brand valued for fashion established in the year 2004, Dubai, **UAE**. **ANALJITH SINGH** is the founder and chairman of **Max Group**. The current **CEO** and **Director** of Max Group is **KABIR LUMBA**. The year 2006 saw the India launch of the brand with its first store in Indore.
- 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 India**, a division of **Lifestyle International Private Ltd**, has pioneered the concept of “**value fashion**” in the country, thereby offering the discerning shopper a vast choice with international fashion and quality.
 - The **1ST Store of MAX** was established in **Indore** in the year **2006**. The store ambience offers an international shopping experience making shopping for the entire family is an absolute delight. Max focuses on strong visual elements at the store for engaging customers while they are in the store. The stores are designed for easy navigation with distinct category to facilitate customers in locating product they are looking for.
- The age group of **25 to 35 years** is the **Target audience** for Max India is contemporarily in middle class

family and young working couples. Max has also positioned as a **Youth brand** by targeting teenagers and college students within the age group of 18 to 24 years.

- MAX reaches out to customers based on “**II Tier Preference**” through brand initiatives like **Max Fashion Icon** which addresses the aspirations of the stylist youth of the city and **Max Little Icon** which captures the interest of family oriented markets.

Over **3.8 million** customers possess current membership base through “**LANDMARK REWARDS**” in a innovative and flavoured way in loyalty programs which has emerged to be one of the largest and leading offering to customer rewards, benefits and exclusive offer. The **Main Objective** of Max is to increase brand value by enhancing customer product value in quality by assuring enrichment and enlightened shoppers with utmost satisfaction and delight.

MAX FASHION AT FORUM MALL (ESPLANADE), BHUBANESWAR



MAX has its wide network of expansion of stores covering various boundaries of the country producing varieties of products at **Odisha, Chennai, Delhi, Mumbai, Bangalore, Kolkata, Hyderabad, Pune, Indore, Bhopal, Dehradun, Varanasi, Calicut, Lucknow, Kochi, Amritsar, Chandigarh, Nagpur, Trivandrum, Coimbatore, Trichy, Trichur, Vizag, Vijaywada, Mysore, Mangalore, Jammu, Kanpur, Jaipur, Udaipur, Madurai, Hubli, Bareilly, Surat, Kannur, Allahabad, Vadodara, Gangtok, Ranchi, Agra** and other subsidiary cities initiating mixture of brand plans and strategies across the country.

VISION AND MISSION

VISION OF LANDMARK GROUP

“A visionary, dynamic and hands-on leadership guides Landmark every step of the way to explore and initiate a wealthy life towards achieving prosperity of retail outreach in products and services”

MISSION OF LANDMARK GROUP

“At Landmark Group we promise to **L.E.A.D** (Listen, Empower, Adapt and Deliver) with integrity in everything we do. We listen to understand our customer and our teams”

VISION OF MAX FASHION

“To be the leading value-fashion retailer in the region by offering good products at great prices”

MISSION OF MAX FASHION

“To be fair and transparent in our business transactions with all stakeholders and to provide maximum opportunities for growth”

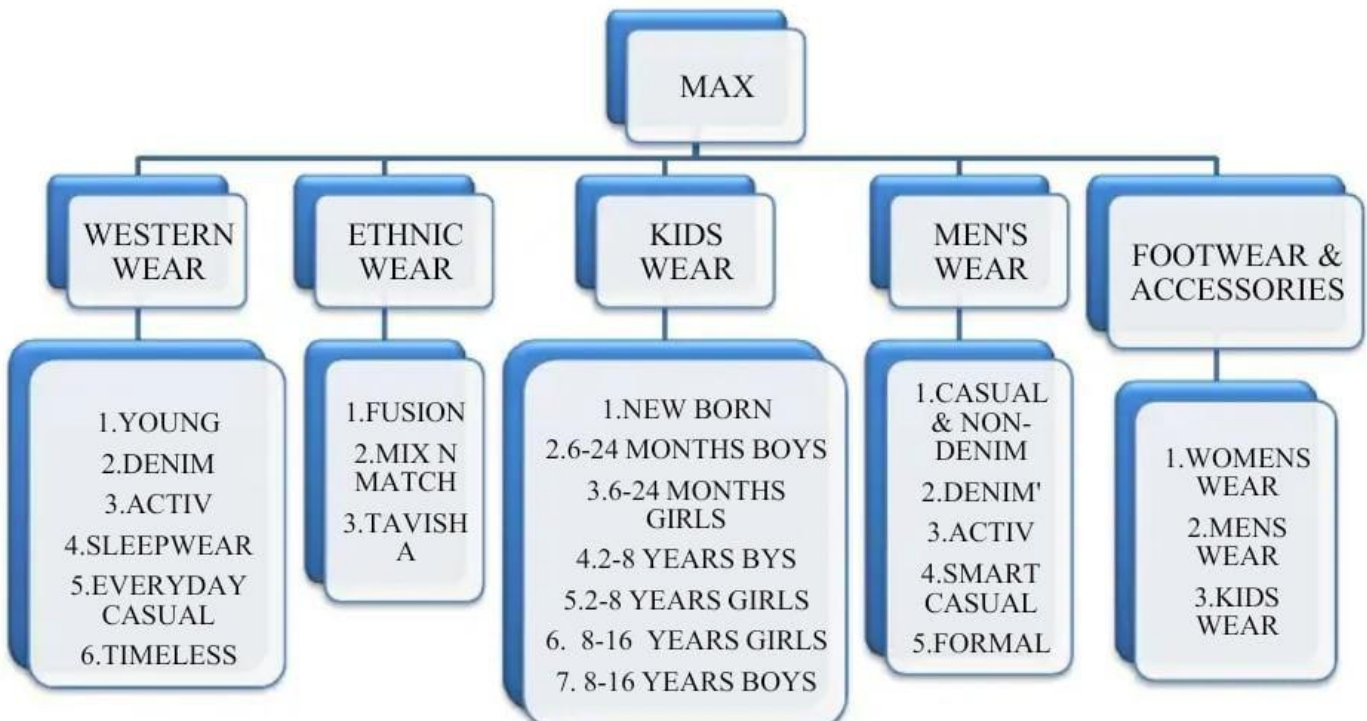
OUR VALUES

- PASSION FOR EXCELLENCE
 - INTEGRITY IN EVERYTHING WE DO
 - EMPOWERING PEOPLE TO STRIVE AND DELIVER
- ADAPTING TO CHANGE MARKET AND CUSTOMER NEEDS

CHAPTER 3

ON-THE-JOB PROCESS

1-TO GET AN IN-DEPTH KNOWLEDGE ABOUT THE PRODUCTS.



BRANDS AVAILABLE AT MAX RETAIL

Majority of the apparels of both men and women are tagged under their home brand i.e. MAX while in women's section they have a brand named TAVISHA to provide customers with a wide variety of designer and affordable ethnic wear.

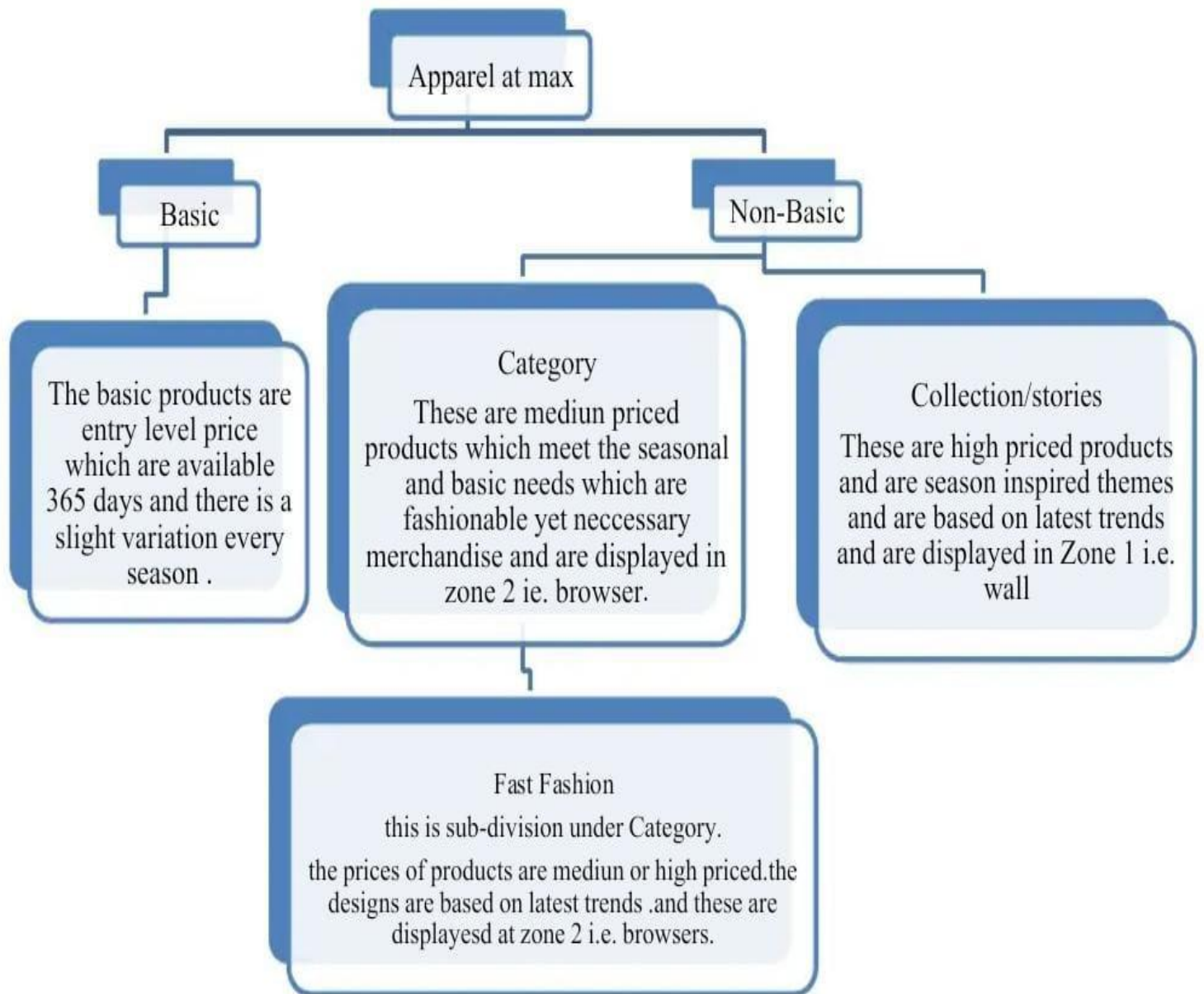
LIFESTYLE BRANDS OF LANDMARK GROUP:-

- BOSSINI MENS
- BOSSINI WOMENS
- KAPPA

CONCESSIONARES-THIRD PARTY BRANDS IN THE STORE:-

- Flying Machine
- Peter England
- Basics
- Kappa
- Fit polo
- Integrity
- P Turtle

There are 5 departments at Max and they are Western wear, Ethnic wear, kids wear and men's wear, footwear and accessories.



FIXTURES USED IN THE STORE

Store fixtures are the most important element of any retail store's décor. It is significantly important to have them in almost any type of retail store. These fixtures help in keeping the products put on sale in an organized manner. Apart from this store fixtures also help in creating a customer-friendly display to attract more potential customers. They are also helpful in keeping the products on display for sale within the reach of customers.

In max retail store there are following types of fixtures used to display any products:-

- **Down Step Table.**
- **Glass Nesting Table.**
- **Gondola.**
- **Picnic Table.**
- **Strip Table.**
- **Glass and Wooden shelves on the wall.**
- **A-Rail.**
- **U-Rail.**
- **4 Way Browser**
- **Pegs-used to hang socks and small items.**
- **Back bar**
- **Step arm**
- **T arm**
- **Straight arm.**
- **Bins-generally kept near point of sale (counter) for impulsive buying.**

CONCESSIONAIRES

These are brands like Peter England, John Players, Bossini, Levis, Jockey, Etc, which form part of MAX stores offerings.

2- TO GET AN INSIGHT ON CASHIERING PROCESS.

There are 8 billing counter in the store. And each counter has a barcode scanner, 2 EDC machines, cash till, customer display, fake detector machine, Security tag remover, Security tag detector. The software that is used for the cashiering process is “

ORPOS

”.

ORPOS is (Oracle point of sale) the software used for cashiering process. It helps the cashiers to categorize the types of payment, add customers, shows sales report, set up vouchers, address books, etc.

- As soon as the cashier comes he/she has to click F3 for login with user id and password then click yes. Then enter till id and then enter the float amount which is 2000 i.e. opening cash. At the end of the day it is given to the head cashier.
- Cashiering checklist is maintained by the head cashier wherein he checks if the float amount has been issued or not and seeing if EDC rolls and POS rolls are available or not and checking if there are enough carry bags for the day. EDC machine are in good condition. At the end of the day he checks if all the amounts are tallied and all system and removing all the hard tags and pins and all the hangers are sent back. This has to be signed by the head cashier and by SM and ASM.

The process that is followed for cashiering is :

- Greeting the customers: The cashier does the cashiering. The cashier who is doing the billing greets the customer by telling “Good morning/afternoon/evening”.
- Collect the customer’s details : The cashier first takes the customer’s mobile number and checks if he/she is a member of the loyalty program. If he/she is not a member, the customer is asked if they want to become a part of the membership. If yes, the then cashier creates a membership for the customer. The membership page has fields such as name, contact number, email id, etc. if he/she has a membership, then their loyalty points are checked for redeeming in the transaction. The cashier informs the customer about the loyalty points and asks if they want to redeem the points.
- Scan the products: The cashier takes the customer products and scans them for the billing. The cashier also informs them about the offers running in the store. The cashier also motivates the customer to buy the add-on goods such as belts, socks, wallets, handkerchiefs, scarfs, accessories.
- Enter F6 option which is tender option.

- . The customer is asked about the mode of payment they want to pay in for their purchase.

Modes of payment: The modes of payment at Max are cash, card, e-wallets, LMR points, Credit Notes, EMI (Bajaj Finserv) as the modes of payment. In the meanwhile, the house keeping removes the hard tags from the products and packs them. The customer is asked about the mode of payment they want to pay in for their purchase.

CASH PAYMENT:

Collect the cash and click F2 which is for cash and then the till opens.

CARD PAYMENT:

- Collect the card
 - Then click F4 which is the credit option.
 - Then click F3 for offline EDC
 - Enter 12 digits in which the last four digits are card number
 - Select the EDC's bank
 - Then the card is inserted in the EDC and the amount of the transaction is written.
 - Then a slip is received and one copy of it is taken and is kept with the cashier and the other is given to the customer.
 - The cashier has to write the approval code from the slip and then the bill is received and given to the customer along with the bag
- Close the transaction: Once the bill is issued then it is given to the customer along with the bag. Then the cashier wishes the customer "thank you". The transaction is completed.
 - At night, when the store closes, the head cashier checks the cash sales, card sales, etc. And they then manually check the amount and tally it with the system count. The money is stored in the head cashier's cabin until the next morning. The next morning a person from bank comes and collects the money while collecting the amount a department manager has to be present while the money is handed over to that person.

EXCHANGE PROCEDURE

- Once the security brings the bag of exchange, and the customer brings the product which he wants to Exchange then the procedure for exchanging the product is
- Press Enter

- Press F2
- Scan the barcode of the bill
- Scan the barcode of exchange product
- Again, click F2
- Mention the reason for returning.
- Enter customer details and the exchange code for 2 times.
- Press F6 i.e. tender option then F4 i.e. then the store credit is printed the customer has to sign in the store credit.

Exchanging a product with a new one

- Enter customer mobile number.
- Scan the new product.
- Then scan the barcode of store credit.
- Left out amount is shown in the screen which has to be paid by the customer.

If exchanging but not buying a new product:

The store credit is given to the customer which is valid for 90 days.

TO KNOW ABOUT THE EXCHANGE POLICY

- Exchange policy at Max is that the customers can exchanged within 30 days .The customer has to bring the bill along with them.
- The products should be in good condition. If in case the customer doesn't have bill then from LMR the records can be checked through customers Mobile Number.
- Once the customer enters the store he/she has to go to the security counter where the security lady sees the condition first and then a slip is prepared wherein the store code ,date is written then the description of product barcode number MRP and number of pieces is written then the customer name and number is taken and the reason for exchange is written then the invoice number and invoice date is written then the security who prepared the slip signs and the customer signs and a department manager's signature is taken.
- Then all the products that are to be exchanged are kept in a bag with a tag and are sent to the cash counter. If the customer wishes to exchange then and there then they can shop or else the customer can avail the store credit from the cashier which will be valid for 90 days.

ALTERATION

Alteration at Max is done for altering the trousers/pants and for Kurtis and tops and is done after 1pm and based on the products the time is given by the tailor.

Once the customer has completed the billing and wants to alter his/her product then he/she has to go to the security.

There a slip wherein date, date of delivery , customer name and address ,mobile number, invoice number ,invoice date , barcode number , brand, description ,quantity, customer signature, security signature. The bigger slip is stapled with the bill and given to the tailor along with the product and the tailor take the measurements and tells the customer the time for the completion of the alternation. And the small part is given to the customer so when they come to take their altered product they have to show it to the security and collect their product.

3-TO UNDERSTAND THE SALES PROCESS AT MAX

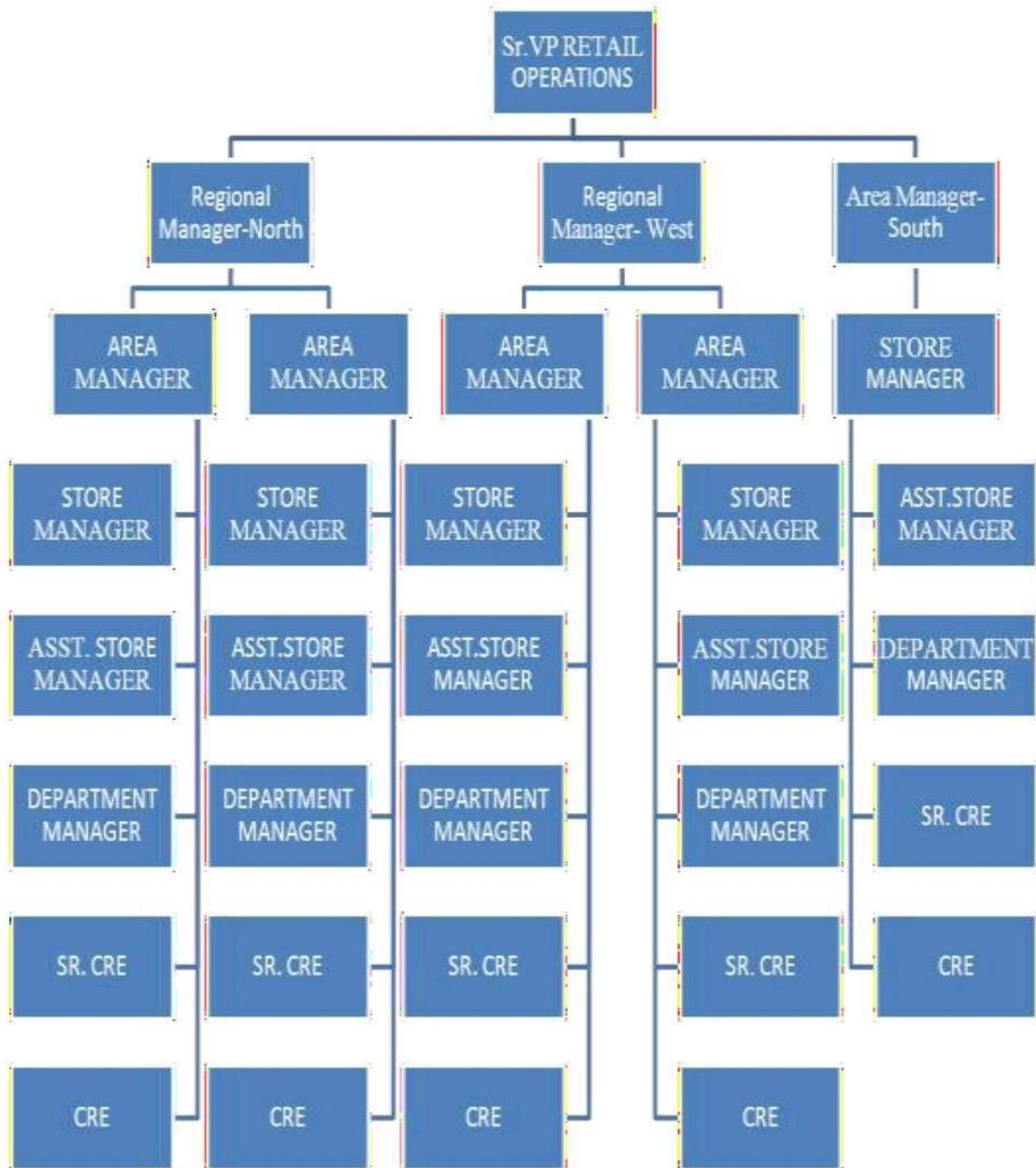
The sales process that is followed at MAX is MGD which is Meet, Greet and Direct.

M- MEET- Meeting the customer – As soon as the customer enters meeting them.

G-GRRET- This includes verbal and non-verbal communication. Wishing the customer and asking the customer needs with smile and eye contact.

D-DIRECT-Understanding customer and directing them in fulfilling their needs and suggesting them till the billing is completed.

Organization Structure



HR PRACTICES

‘Leading with Respect’ is the way people at Landmark Group put Company Values into action.

By leading with respect, we create an environment where people feel free to offer suggestions and contribute ideas to be part of the organization’s success.

Leading with respect creates an environment where people genuinely care about each other and work well together to reach their full potential.

The ‘Leading with Respect’ principles are:

Communicate

Express ideas clearly and simply; listen to others; create an environment where people are comfortable expressing their thoughts; promote timely and ongoing flow of information to and from others

Give and seek feedback

Develop people at Landmark Group by giving and seeking constructive, specific feedback, by providing direction and helping people stay on track and motivating positive changes and inspiring exceptional work.

Value unique contributions

Value and recognize the contributions and good work of others; respect individuality; involve others when making decisions and establishing priorities. Valuing people for their individual differences is the key to building and sustaining success in business now and in the future.

Promote teamwork

Create a commitment to common goals; resolve conflicts in a positive way and build a culture of camaraderie.

Set an example

Set a positive example for conducting business in an ethical manner, for managing your personal behavior and for creating a pleasant and balanced work environment.

ABOUT THE CODE OF CONDUCT

Landmark Group’s Code of Conduct serves as a guide for our daily business interactions, reflecting our standard for appropriate behaviour and our corporate values. The Code clearly conveys to each of us that the manner in which we achieve our business results matters just as much as achieving them.

Most importantly, each employee is responsible for demonstrating integrity and leadership by complying with the provisions of the Code of Conduct, Standard Operating Procedures, Company policies and all applicable laws. By fully including ethics and integrity in our ongoing business relationships and decision-making, we demonstrate a commitment to a culture that promotes the highest ethical standards

Complying with the Code is easiest to ensure by using good judgment and seeking guidance when questions arise. Each of us is responsible for our decision-making and for our compliance with the Code. If you are uncertain, before you proceed with a specific action, ask yourself the following:

- Am I authorized to do this?
- Am I setting the right example for others to follow?
- Is the action legal and the right thing to do?
- Is the action consistent with Landmark Group's Values, Leading with Respect principles, the Code of Conduct, the Company's Standard Operating Procedures and other policies?
- Would I be proud to report this action to someone I respect?
- Will the action further enhance Landmark Group's reputation as an ethical Company?
- Am I demonstrating the highest ethical standards?

If the answer to any of these questions is NO or if you have any questions or concerns about interpreting or applying the Code of Conduct or any related Landmark Group standards, policies or procedures, you should discuss the situation with your Reporting Manager, Supervisor or Human Resources representative.

No adverse action will be taken against anyone for complaining about, reporting, participating or assisting in the investigation of a suspected violation of the Code of Conduct, unless the allegation made or information provided is found to be intentionally false. To the maximum extent possible, the company will maintain the confidentiality of all complaints.

The Code is available on our online portal -connectll. Landmark Group requires that its people, read, understand and comply with the Code. However, compliance does not just happen. It requires a commitment from each of us.

INDUSTRY ANALYSIS

The Indian retail sector can be broadly classified into:

A) FOOD RETAILERS

There are large number and variety of retailers in the food-retailing sector Traditional types of retailers, who operate small single-outlet businesses mainly using family labour, dominate this sector In comparison, super markets account for a small proportion of food sales in India However the growth rate of super market sales has being significant in recent years because greater numbers of higher income Indians prefer to shop at super markets due to higher standards of hygiene and attractive ambience.

B) HEALTH & BEAUTY PRODUCTS

With growth in income levels, Indians have started spending more on health and beauty products .Here also small, single-outlet retailers dominate the market .However in recent years, a few retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products

C) CLOTHING & FOOTWEAR

Numerous clothing and footwear shops in shopping centers and markets operate all over India Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

D) HOME FURNITURE & HOUSEHOLD GOODS

Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products. However there is considerable potential for the entry or expansion of specialized retail chains in the country.

E) DURABLE GOODS

The Indian durable goods sector has seen the entry of a large number of foreign companies during the post liberalization period. A greater variety of consumer electronic

items and household appliances became available to the Indian customer. Intense competition among companies to sell their brands provided a strong impetus to the growth for retailers doing business in this sector.

F) LEISURE & PERSONAL GOODS

Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods in the country. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent feature of this sector is popularity of franchising agreements between established manufacturers and retailers.

CHAPTER 4

COMPETITION ANALYSIS

SHOPPERS STOP:

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, jewelry, 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. The website retails all the products available at Shoppers Stop stores, including apparel, cosmetics and accessories. Shoppers Stop opened stores in Amritsar, Bhopal and Aurangabad.



TRENT GROUP-WESTSIDE

Trent is a retail operations company established in 1998 that owns and manages a number of retail chains in India. The company runs lifestyle chain Westside, one of India's largest

and fastest growing chains of lifestyle retail stores; Star Bazaar, a hypermarket chain;



Landmark, a books and music chain; and Fashion Yatra, a complete family fashion store. Westside is the mainstay of the retailing business of Trent. It has a number of stores in India, which offer clothes, footwear and accessories for men, women and children, along with furnishings, artifacts and a range of home accessories.

- Star Bazaar offers a wide choice of products, including staple foods, beverages, health and beauty products, vegetables, fruits, dairy and non-vegetarian products. Landmark has a range of over 100,000 titles in books and music, and also stocks movies, toys, gift items and stationery. Fashion Yatra represents the stores that bring quality fashion at low prices to value conscious customers in towns across India.
- Established in 1998 as part of the Tata Group, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores.
- The Westside stores have numerous departments to meet the varied shopping needs of customers. These include Menswear, Women's wear, Kid's wear, Footwear, Cosmetics, Perfumes and Handbags, Household Accessories, lingerie, and Gifts. The company has already established 36 Westside departmental stores (measuring 15,000-30,000 square feet each) in Ahmedabad, Bangalore, Chennai, Delhi, Gurgaon, Ghaziabad & Noida (to be considered as 1 city), Hyderabad, Indore, Jaipur, Kolkata, Ludhiana, Lucknow, Mumbai, Mysore, Nagpur, Pune, Rajkot, Surat, Vadodara and Jammu. The company hopes to expand rapidly with similar format stores that offer a fine balance between style and price retailing.
- Trent ventured into the hypermarket business in 2004 with Star Bazaar, providing an ample assortment of products made available at the lowest prices, aptly exemplifying its
- _Chota Budget, Lambi Shopping' motto. At present Star Bazaar has 4 stores in 3 cities located in Ahmedabad, Mumbai and Bangalore. This store offers customers an eclectic array of products that include staple foods, beverages, health and beauty products, vegetables, fruits, dairy products, consumer electronics and household items at the most affordable prices. Star Bazaar also includes a large range of fashionable in-house garments for men, women and children, exclusively available at the store.
- In addition, Trent recently acquired a 76% stake in Landmark, one of the largest books & music retail chains in the country. Landmark began operations in 1987 with its first store in Chennai with a floor space of 5500 sq. ft. At present Landmark have 10 stores, varying in size from 12,000 sq. ft. to 45,000 sq. ft, 3 in Chennai and 1 each in Bangalore, Gurgaon, Mumbai, Vadodara, Gurgaon, Pune, Lucknow and Ahmedabad. Until 1996, Landmark's product

portfolio comprised books, stationery, and greeting cards. It was later that music was added to it. Landmark also sparked the trend of stocking curios, toys and other gift items. What separates Landmark from other stores of its kind is the range and depth of its stock.

GLOBUS

Launched in January 1998, Globus

is a part of the **Rajan Raheja group**.

The company opened its first store in

1999 at Indore followed by the launch of its

second store in Chennai (T-Nagar). Soon to

follow was another in Chennai located in

Adyar. The flagship store in Mumbai was opened on 1st November 2001 followed by a swanky new outlet in New Delhi in South Extension Part-2.

The sixth & seventh stores are in Bangalore in Koramangala & Richmond Road respectively. The Eighth store in Ghaziabad at Shipra Mall followed by the ninth, tenth and eleventh in Kalakota, Mumbai, Thane and Ghaziabad, twelfth store at Kanpur and thirteenth store in Ahmedabad & fourteenth store in Lucknow. As of May 2008, Globus has opened its 24th Store in Nagpur and the journey continues.



PANTALOONS FASHION RETAIL

Pantaloon Fashion & Retail Limited is an Indian premium clothing retail chain. The first Pantaloon store was launched in Gariahat, Kolkata in 1997. As of November 2013, there are 76 Pantaloon stores in 44 cities. Pantaloon 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 2014, a study conducted by Trust Research Advisory, Pantaloon featured among 100 most trusted brands in India.



With a chain of 121 fashion stores across 40 cities and towns, Pantaloon 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.

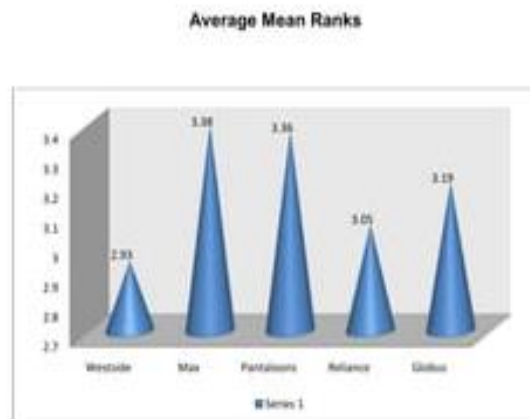
PRODUCTS

Pantaloon retail approximately 200 brands which comprise a mix of private labels, licensed brands and more in apparel and accessories. Pantaloon offer a wide range of exclusive brands that cater to different occasions for men, women and kids. These include Agile, Chalk, Akkriti, Trishaa, Honey, Annabelle, SF Jeans, Bare Denim, Bare Leisure and JM Sports etc.

COMPARISON OF THESE COMPETITORS

Store Name	<u>Pantaloon</u>	<u>Westside</u>	<u>Max</u>	<u>Globus</u>	<u>Shoppers Stop</u>
Format Type	Multibrand (Aditya Birla Group)	Multibrand (Tata group)	Multibrand (Landmark group)	Multibrand (R Rahega)	Multibrand (K Rahega)

Positioning	Family Store	Style and affordability	Value pricing retailer	Iconic youth fashion brand	Premium brands
Categories	Apparels and accessories for entire family	Apparels, footwear, accessories and home décor	Apparels, footwear and accessories for entire family		Premium brands for entire family range
Average Footfall	500-1000	500-750	1000-2000	500-750	1000-2000
Material Used	Polyester, polyviscose, gorget.	Polyester, polyviscose, gorget.	Polyster,poly viscose,cotton,lycra	Polyester, polyviscoe, gorget.	Polyester, polyviscose, gorget.
Brands Available	Bare Denim Umm, Agile Honey Akkriti Anna Belle etc	Westport, lee Wrangler etc	Bossini Max-private label JP Peter England etc	F21 jeans globus spykar	Aditya Birla brands Crocs Red Tape and premium international brands



According to above graph Max has the highest rank with 3.38 out of 5 with respect to all the parameters and its best rivalry is Pantaloon with 3.36 ranks out of 5.

ORGANIZATION BUSINESS PROFILE

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.

Business & Brands

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. In India, the formats are different and include grocery retail in a joint venture with Aachen and hence the list below does not apply to India.

Business Category	Brand
Apparel	Baby shop, Splash, Max, Lifestyle, Iconic and Centrepont (a single store format housing, Shoe Mart and Lifestyle).
Footwear	shoe Mart, Shoe Xpress, shoe Mart International Footwear
Furniture & Home Improvement	Home Centre, Q Home Decor, Home Box
Hospitality	City max, Oasis Malls, Food mark, Spaces, Fitness First, Fun City,Fonville
Healthcare	iCare Clinics, Balance Wellness Club
Others retail	E-max (Consumer Electronics), Sports One (Fitness Gear), Cande lite (Confectionery)

OTHER RELEVANT INFORMATION:

Events and Associations

In 2014 the brand debuted its design awards, 'Max Design Awards' in association with Elle. In 2014, Max partnered with Elite Model Management to sponsor 'Elite Model Look India 2014' where the winners went on to represent India at the Elite Model finale in China. It is an annual affair and in 2015, winners went on to represent India in the World Finale held in Milan.

The brand runs the 'Max Fashion Icon', a model hunt in association with Cosmopolitan Magazine. In 2014, actor Kalki Koechlin was one of the judges of the event. The 2015 edition of the model hunt was judged by actor Ileana D'Cruz among others.

Awards and Recognition

Max was awarded the 'CMO Brand Excellence' award during the 6th CMO Asia Awards for Excellence in Branding & Marketing. Max was also bestowed with the 'People's Choice Retailer of year' at the BOC- Retail Brilliance Awards in November 2014.

Max Fashion bagged the IMAGES Most Admired Fashion Retailer of the year award in

the Large Format Store Chain category.

THE STORE LAYOUT

The store design and layout tells a customer what the store is all about. It is a very strong tool in the hands of the retailer for communicating and creating the image of the store in the minds of the customers.

For a retailer store layout is:

The primary considerations that the retailer takes into account while choosing the look for his store are his target audience, their needs, and buying habits and the merchandise that he is going to sell. Creating a store image is like giving a personality to the store

For the consumer:

A store needs to be simple to navigate; it must appeal to his sensory perceptions and must create a sense of belonging, a sense of relationship, a sense of security or assurance and a sense of pleasure in the shopping experience

Finally it is the physical attribute of the store which affects the customer's sensory perceptions, and makes him relate to the store in a particular manner.

The store layout can be classified into

- Grid
- Race track
- Free form.

Grid layout: It is most commonly used in a supermarkets and discount stores. It Is a preferred layout in many retail stores that adopt self service.

Race track layout: This layout is popularly found in department stores. The display is in the form of the race track or a loop with a major aisle running through the store. It links the various departments or the sections inside the store.

Free form layout: In a freeform, merchandise is arranged in an asymmetrical manner. It allows for free movement and is often used in retail outlets to encourage people to browse and shop.

COMMONLY USED FABRICS BY THE BRAND:

- Cotton
- Polyester
- Polyviscose
- Viscose
- Spandex
- Elastane
- Lycra
- Rayon
- Flax
- Chiffon
- Liva-Latest fabric launched by Aditya Birla Group
- Silk
- Wool
- Coir
- PU Leather

KEY RESPONSIBILITY AREAS OF DEPARTMENT MANAGER AT MAX

FINANCIAL	<ul style="list-style-type: none">• Sale Target• KPI-Key Performance Indicator• Stock Cover• Shrinkage Control• CBA objective
CUSTOMER	<ul style="list-style-type: none">• Basic Customer Service Standard

	<ul style="list-style-type: none"> • Planogram
INTERNAL PROCESSES	<ul style="list-style-type: none"> • PI/GC Schedule and Negative stock/Without bar code • Productivity Tracker • SOP'S-Standard Operating Procedures
PEOPLE MANAGEMENT	<ul style="list-style-type: none"> • Engagement • Training • Attrition Rate less than 4 percent

SWOT ANALYSIS OF COMPANY

SWOT analysis (alternatively SWOT matrix) is an acronym for strengths, weaknesses, opportunities, and threats—and is a structured planning method that evaluates those four elements of a project or business venture. A SWOT analysis can be carried out for a company, product, place, industry, or person.

<u>STRENGTHS</u>	<u>WEAKNESSES</u>
<ul style="list-style-type: none"> • Value for money • Wide varieties under a single roof • Easy return policies • Large number of loyal customers 	<ul style="list-style-type: none"> • Customer Service • Store operations • Advertising and lack of promotional offers

<u>OPPORTUNITIES</u>	<u>THREATS</u>
<ul style="list-style-type: none"> • Untapped urban and rural population • Strategic alliances and e-commerce mergers. • Better loyalty programs can be introduced 	<ul style="list-style-type: none"> • Competitors in multi brand outlets. Ex:-Westside, Globus. • Quality parameters.

PESTEL FRAMEWORK ANALYSIS OF COMPANY

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 behaviour
- 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
- Production level decisions
- Outsourcing

PORTER FIVE FORCE MODEL OF MAX RETAIL:



1-Threat of new entrants:

The threat of entrants in the industry for Max Retail are basically e-commerce apparel websites like jabong, Myntra, yepme etc. These start-ups have already established their image in the minds of the customers as they offer wide variety of products with maximum discount offers.

In Brick and Mortar stores the fast expansion of market share by V Mart Retail is also a threat for the company because stores like this have already penetrated their reach to the rural customers as well.

2-Bargaining power of Suppliers:

Max procures most of its stock from its in house manufacturing division i.e. Lifestyle India Pvt Ltd.

All the items are manufactured by themselves except some of the apparels by domestic manufacturers in Delhi and South India and footwear which are imported from China where they have several authorized vendors. In this area of procurement they can negotiate the rates from the supplier.

Thus the bargaining power of supplier is low in the case of Max Retail.

3-Bargaining power of the Buyer:

Buyer or the customer in the case of Max Retail does not possess any bargaining power because the pricing is fixed for each and every customer.

The discounts are given to the customers only after the promo note is been circulated by the regional office which contains all the details of a particular promotional offer.

4-Threat of Substitutes:

Max is known for its Value pricing retailing concept i.e. fashionable clothes at an affordable price thus it has a specific target audience and many loyal customers as well.

It has a very effective loyalty program scheme which helps in developing a long term relationship with the customers.

Some of the retailers that are a concern for the company are Globus Mart, Big Bazaar.

CONCLUSION

India is very fast-growing retail industry due to its enormous population backed by the purchasing power of the consumers. MAX Retail is a value concept retailer which targets the middle and lower middle-class customers as these are very large in number thus it has a strong customer base of itself and is also increasing at a very fast rate. It keeps itself updated with the latest market trends and styles to offer fashionable products at an affordable price to the customers.

CHAPTER 5

MAXIMIZING CUSTOMER LOYALTY

Elite membership voucher

INTRODUCTION

Max Fashion is committed to delivering exceptional value and shopping experiences to its customers. To further this commitment, the Elite Membership Voucher program will be launched, targeting frequent shoppers and loyal patrons.

OBJECTIVES

The primary objectives of this initiative are as follows:

- a. Increase Customer Retention: Encourage repeat purchases and long-term loyalty among customers.
- b. Enhance Customer Engagement: Foster a sense of belonging and engagement with Max Fashion.
- c. Drive Sales and Revenue: Boost sales by incentivizing customers to shop more frequently.

TEARMS AND CONDITIONS

- Only Landmark reward program members can enroll into ELITE To enroll into the Max Elite program, customer should either ask the cashier at POS to bill Elite or can purchase Elite through buddy (wherever available).
- Max Elite is a mobile number-based program and mobile number will be the sole identifier for customer to avail benefits.
- Max Elite program is applicable only at select Max stores (the list of which can share as per the discretion of the company)
- Membership into the Max Elite program is non-transferable and the program benefits are valid for 12 months from the date of enrolment into the program.
- Max Elite benefits can be availed on basis of purchases made at Max Fashion's Stores only. The benefits are not extended or applicable for purchases made at Shop in Shop stores, maxfashion.in or any other ecommerce/online platforms.
- Once enrolled for membership, the Customer will receive an SMS to update his & his loved one's (limited to one) DOB details for availing birthday discounts. He will be asked for an OTP before he can login and complete all the details. Birthday benefits can only be availed once in a year each for the enrolling customer & his/her loved one (limited to one)
- Additional 10% birthday discounts benefits to both the enrolled customer and his loved one (1) will be sent through SMS or WhatsApp during the birthday month for customers where birthday information is captured as per Landmark Rewards records. In the absence of Date of Birth, coupon will not be sent to a customer. By 30th or 31st of every month, birthday coupons will be sent to all the customers whose birthday is in next month. However, if a customer's or his spouse birthday falls in the same month as that of his ELITE

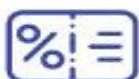
enrolment or if a customer enrolls into ELITE between 25th to 30th/31st and has birthday in the next month, such customers will receive the coupon only after 11 months i.e., for next year Birthday. Birthday discounts shall be valid for 30 days from issuance.

A customer will get 3 GVs upon enrolment-

- a. 1st GV1 worth Rs 250 valid for 7 days from issuance with no minimum redemption criteria and can be redeemed instantly on max branded merchandise.
 - b. 2nd GV of Rs 250 valid on minimum shopping of Rs 999 and redeemable from the next day till 60 days from the date of issuance.
 - c. 3rd GV of Rs 250 valid on minimum shopping of Rs 999 and redeemable post 60 days till 120 days from the date of issuance.
- All GVs are valid on both full price & discounted max merchandise only. Concessionaire brands are not part of the GV redemption.
 - During End of Season Sale, a two-day preview will be showcased where Elite customers will be given extra 10% off. This will be a coupon code which will be shared with all Elite customers via SMS or WhatsApp
 - Offer can be used only in Max stores and is not applicable online/ecommerce platforms.
 - Max may, at its sole discretion and without any prior intimation, discontinue, change announced benefits, brands, stores from the program for any reasons beyond its reasonable control.



OPEN UP A WORLD OF PRIVILEGES.



Assured gift vouchers
Instant Vouchers worth ₹750



Birthday surprises
Extra 10% Off for You & Your Loved One



Exclusive pre-sale benefits
Extra 10% off on End Of Season Sale Preview

BENEFITS

- Birthday discounts for you and your loved one(restricted to one)– FLAT 10% OFF. Get a discount voucher triggered to your registered mobile number for your birthday month AND your loved one's birthday month
- GV worth Rs 750(3 GVs total)- 1 GV worth Rs 250 instantly redeemable (and valid for 7 days from the date of issuance) & 2 more GVs worth Rs 250 each redeemable on Rs 999 each(one GV from the next days to 60 days from issuance, other GV valid post 60days upto 120 days). All 3 GVs are valid on Max branded merchandise only.
- EOSS Sale Preview & Extra Discount of 10% Off over and above the existing discount
- All the above discounts will be valid only at Max fashion stores and not at maxfashion.com
- Any customer who is a Landmark rewards program member can purchase the Elite membership at a price of Rs 499 for an entire year. Once enrolled into the program, customers can avail the benefits for a period of 12 months. If customers wish to renew their membership, they can do so by paying Rs 499. The renewed membership will be valid for 12 months post their current Elite membership expiry date.

MARKETING AND PROMOTION

- Launch Campaign: Create a comprehensive marketing campaign to launch the Elite Membership Voucher program, including digital advertising, social media promotion, and in-store signage.
- Social Proof: Showcase success stories and testimonials from satisfied Elite members to encourage others to join.

IMPLEMENTATION PLAN

- Database Segmentation: Segment the customer database to identify eligible customers based on their shopping history.
- Voucher Generation: Develop a system for generating personalized discount vouchers and distributing them to eligible customers.
- Training and Education: Train the store staff to educate customers about the program and assist with voucher redemption.
- Tracking and Analytics: Implement a system to track the performance of the program, including the Redemption rate and sales impact

EVALUATION AND MONITORING

- **Regular Reporting:** Conduct ongoing analysis and generate reports to assess the program's impact on customer retention, sales, and engagement.
- **Feedback Mechanism:** Collect feedback from Elite members to continuously improve the program.

CONCLUSION

The introduction of the Elite Membership Voucher program represents a significant step towards maximizing customer loyalty and satisfaction at Max Fashion. By offering exclusive benefits to our most loyal customers, we aim to strengthen our brand's position and drive long-term success.

CHAPTER 6

LEARNING OUTCOMES

COMPREHENSION OF THE TASK

Being a learner my task was not easy at all. I had a responsibility to help retailers to increase inventory volume and also I had to help them in some technical issues. During the training tenure, I skilled myself as part of retail management team who can support team and organization to increase the sales.

PROBLEMS FACED DURING ACCOMPLISHMENT OF THE TASK

- Max does not have proper inventory management, due to which many times stock are not placed in adequate numbers.
- In foot-ware section product are not from well-known brands.
- Max does not have its own cafeteria for employees working there.

METHODS ADOPTED TO SOLVE THE PROBLEMS

I started interacting with the customers at retail store and interacted to different customer. I attended some customers and helped in product selection. I also tried to get information about their inventory volume.

OVERALL LEARNING FROM THE TASK

Product management:

Product management is also an important strategy in MAX RETAIL. In the MAX RETAIL each and every product are useful and run able product in the market. Product would be changed if those are not sold on the market.

Brand management:

Brand management is also important strategy in the way of which brand should be for sale in the store, because it is gives impact on the customer. Every brand has its market value and it is also gives impact on the store image.

Sales and sales promotion:

Sales and sales promotion gives a positive result. Showing the higher sales report makes

brand value in customer. And customers are also gives attention on those types of retailer.

Services marketing:

Providing service for customer is also a marketing function which makes customer satisfaction and attracts the customer for next time coming in the store.

CONCLCUSION

It helped me to gain knowledge about the following areas:

- **Customer's problems and their possible solutions.**
- **Improvement in customer service required at Western-Ladies Department.**

CHAPTER 7

RECOMMENDATIONS

BRIEF DESCRIPTION OF RECOMMENDATIONS

- Retail stores should use an area that is easily approachable.
- Ease distribution – infrastructure creation
- It should take steps to convert the footfall in the Retail Stores into sales by offering, *“Catchy & Intelligent schemes”*.
- Proper signage’s should be used in retail store
- Exchange Policies of retail store should be properly communicated to customers during Sale.
- Men’s and women’s Accessories like Sunglasses can be added up in Accessoriessection.
- Sizes of merchandising should be easily visible or one rack can be made for each size of different style.

DETAILS OF EACH RECOMMENDATION, DISCUSSION OF ITS TECHNICAL SUITABILITY, ECONOMIC JUSTIFICATION AND FEASIBILITY OF IMPLEMENTATION.

In Retail suggestions and feedbacks matters a lot as it is totally depended upon the customers through its outlet sales so the implementation of such practices and can be taken into consideration by the top level management to improve its overall customer service and increasing the level of customer satisfaction.

CONCLUSION

The recommendations given can also be altered according to the feasibility of the company’s working norms to make it easier in implementing and making it as a part of their system so that they can cater to various dynamic needs of the customers.

CHAPTER 8

CONCLUDING REMARKS

SUMMARY

The sea of change can pull customers in many directions. It is our responsibility to light the way and take care of them before the competition.

RETAILING Means Re-tailing to the customers so that they comeback

Retailing consists of all activities involved in selling goods and services to consumers for their personal, family, or household use. It covers sales of goods ranging from automobiles to apparel and food products, and services ranging from hair cutting to air travel and computer education. Sales of goods to intermediaries who resell to retailers or sales to manufacturers are not considered a retail activity.

The task carried out by myself helped me gain knowledge about various parameters of the customer service and how it can be improved by paying more attention to the customer's needs and wants and also to help me in delivering the best of my efforts in increasing the satisfaction level of the walk-in customers.

GAINS FROM THE PROJECT

- Customer 's problems and their possible solutions.
- Customer 's preference of shopping at Max.
- Improvement in customer service required at Western-Ladies Department.
- Managing staff so that every customer is attended properly.

CONCLUSION

The past 4-5 years have seen increasing activity in retailing. And, various business houses have already planned for few investments in the coming 2-3 years. And though the retailers will have to face increasingly demanding customers, and intensely competitive rivals, more investments will keep flow in. And the share of organized sector will grow rapidly. Retailing in India is surely poised for a takeoff and will provide many opportunities both to existing players as well as new entrants...

REFERENCES

BOOKS:

- PHILIP KOTLER, –*The principles of marketing*||, Tata Mc Grew-Hill Publishing.
- Willian.D.perreault, Jr. –*Basic Marketing*|| E.J.erom.e.mccarthy.

WEBSITES:

- <http://www.ibef.org/industry/retail-india.aspx>
- <http://www.maxfashionindia.com/en/contact-us>
- <http://www.maxretailstores.com/policy.asp>
- https://en.wikipedia.org/wiki/Max_Fashion
- <http://www.maxfashionindia.com/sites/all/themes/maxfashion/governance/COC%20book-%20Final.pdf>

APPENDICES

APPENDIX A: COMMANYLY USED ABBREVIATIONS IN THE STORE

RDC	Regional Distribution Centre
GRN	Good Received Note
MGRN	Manual Good Received Note
SOP	Standard Operating Procedure
LFL	Like for Like
MOM	Minutes of Meeting

CAM	Comman Area Maintenance
LAN	Local Area Network
POS	Point of Sale
STN	Stock Transfer Note
GC	Global Count
PI	Perpetual Inventory
PO	Purchased Order
BRF	Barcode Requisition Form
DSD	Direct Store Delivery
EOSS	End of Season Sale
LR	Lorry Receipt
POD	Proof of Delivery
COD	Cash on Delivery
WPR	Weekly Performance Report
LIFE	Lifestyle Insurance Education Fund
DSR	Daily Sales Report
ACM	Average Cash Memo
B/S	Basket Size
MTD	Month Till Date
YTD	Year Till Date

STD	Season Till Date
QTD	Quarter Till Date
OPEX	Operation Expenses
CAPEX	Capital Expenses
OTB	Open to Buy
RMS	Retail Merchandising System
RPM	Retail Price Management
SIM	Store Inventory Module
IJP	Internal Job Portal

APPENDIX B: COMMANLY USED FORMULAS

ROS	Total Sold Quantity/No. of Days
ACM	Total Net Sale/Total No. of Bills
BS	Total Sold Quantity/Total No. of Bills
PPV	Total Net Sale/Total Sold Quantity
SPF	Total Net Sale/Total Area
SPD	Total Net Sale/Total No. of Days
Contribution	Total Dept. Sale*100/Total Store Sale
Achievement	Total Actual Sale/Total Target
Conversion	Total No. of Bills/Total No of Footfall

RPC	Total Net Sale/Total No. of Footfall
Cover Days	Total SOH/ROS
LFL	Current Year Sale – Last Year Sale=Difference
Sell through Rate	Total Sold Quantity/(Sold Qty.+ SOH)