



BIJUPATNAIKINSTITUTE OF INFORMATION TECHNOLOGY &
MANAGEMENT STUDIES (BIITM), BHUBANESWAR

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

A Study on Customer Satisfaction at Max
Fashion and Retail Ltd

SUBMITTED BY

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MBA Batch: 2022-24
University Regn. No: 2206258159

Faculty Guide

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that Mr Kaushik Kumar Nayak bearing university registration no 2206258159 of 2023-24 batch, has completed his/her summer internship at Max Fashion retail from 1st September 2023 to 31st September 2023 under the supervision of Mr./Ms. Monalisa behera 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: .09.2023

Place: Bhubaneswar

Designation: Asst. Prof. (Marketing)

Signature of the Internal Guide

Name : Ankita Agarwal

DECLARATION

I, Mr Kaushik Kumar Nayak Bearing university registration no-2206258159 (2022-24 batch), hereby declare that the project report titled Customer satisfaction is based on my internship at Max Fashion retail the period 1stSeptember 2023to 31stSeptember 2023 and is an original work done by me under the supervision of Mr/Ms Monalisa behera (Corporate Guide) and Dr Ankita Agarwal. 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 fulfillment 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:15.09.2023

Place:Bhubaneswar

Signature

ACKNOWLEDGEMENT

I sincerely thank Biju Patnaik Institute of Information Technology & Management for providing a platform to do a project.

It's my pleasure to express my sincere gratitude to all those who have given guidance and support in completion of this project report. I wish to express my sincere thanks to Dr. Mihir Ranjan Nayak, Principal, Biju Patnaik Institute of Information Technology & Management, for his encouragement which helped in accomplishing this study.

I am thankful Asst. Prof. Dr Ankita Agarwal who guided me throughout this project "ASTUDYONCUSTOMERSATISFACTIONATMAXFASHIONANDRETAILLTD". Without her guidance the out come of this project would have not been so successful.

I wish to express my sincere heart felt gratitude to Miss Monalisa behera, for her constant guidance and support in all areas.

Last but not the least I am thankful to all my lectures, parents and friends who have directly or indirectly helped me in competing this project.

DATE:15.09.2023

PLACE:BHUBANESWAR

Kaushik Kumar Nayak

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EXECUTIVESUMMARY

The project was carried out with an objective of knowing the satisfaction level of customers at Max and do customers are aware about the different type's product and services. The need of carrying out this project was to understand whether the customers are satisfied with the services which they are getting in Max and different offers provided at Max. The purpose of this project was to help the company to get additional research information. The total sample size taken was hundred and fifty three (153) from various customers who visit Max. The research shows that the customer satisfaction at Max is good and so many customers aware of the product and services provided by the Max, which we see that is not provided by other Retail stores. On the other hand, we have also the existing customers of Max who are satisfied with the working style of retail store and are quite satisfied with the brands of Max, but want continuous updates about the new offers and other products through proper means of communication.

TABLE OF CONTENTS

CHAPTE RNO.	PARTICULARS	PAG ENO.
	Certificate of Internal Guide	
	Certificate of Company Guide	
	Declaration by Student	
	Acknowledgement	
	Executive Summary	
CH1	INTRODUCTION	
	Introduction: Introduction about the Study	7-11
	Scope of Study	
	Objective of study	
	Need of Study	
	Methodology	
	Limitation	
CH2	COMPANY PROFILE&INDUSTRIALANALYSIS	12-24
	Company Profile	
	Vision, Mission & Value	
	Business Overview	
	Product Profile	
	Area of Operation	
	Industry Analysis	
CH3	COMPITITORANALYSIS	25-30
CH4	Customer Analysis	31-34
CH5	Actual work done ,analysis and findings	35-50
CH6	Suggestions and Conclusion	51-56
	BIBLIOGRAPHY	57
	ANNEXURE	58

CHAPTER 1
INTRODUCTION

INTRODUCTION ABOUT THE STUDY

Max Fashion was first established in 2004 in the Middle East, in Abu Dhabi. 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,[2] Iraq and Syria.

The Landmark Group, with over US\$6 billion revenue, is a retail and hospitality conglomerate in the Middle East, Africa, and the Indian subcontinent. Currently based out of Dubai, the company was established in 1973, with its first store in Bahrain. The group's current employee base stands at 55,000 employees operating over 2,400 outlets, with a retail presence of over 30 million sq. ft. across 21 countries.[citation needed]

Landmark Group has multiple retail brands, including Centre point, Baby shop, Splash, Shoe Mart, Lifestyle, Iconic, Max , Shoexpress, Home Centre, Home Box and E Max . The group also holds franchise rights for many global fashion and footwear brands in the countries where it operates. Since its establishment, the group has diversified into the segments of leisure, food, hospitality, and healthcare with Landmark leisure, Balance Spa and Salon, City Max Hotels, Fitness First, and Food mark, the group's restaurant division, which operates the group's own franchise food outlets.

Max Fashion is well known for frequent billboard collections in Dubai, and is referred to as leading innovation in the retail tech industry. In December 2018, Microsoft and Omnicore partnered with Max to install interactive bilingual voice activated mirrors in Dubai's Ibn Battuta Mall, bridging the online consumer experience with in-store applications.

TOPIC CHOSEN FOR THE STUDY: -

A study on customer satisfaction at Max fashion and retail ltd.

SCOPE OF THE STUDY: -

This research will help Max to identify their competitors in Bhubaneswar and above all the areas in which they can have an edge on them.

1. Max gives various discounts and offers. This report will also help in knowing whether shopping in Max are worth value for the money and are able to attract customers or not.
2. This research will also be helpful in knowing the loyalty of customers towards Max. By Green card status we can get an idea about it.

3. Very general attributes of customers like visits per month, importance given to attributes like ambience, parking also become clear.

OBJECTIVES OF THE STUDY

1. To measure the satisfaction level of customer at Max .
2. To study the shopping experience at Max store.
3. To identify the problems faced by the customers at Max and suggest suitable measures to the company.
4. To assess the brand awareness of Max in the minds of the customers.

NEED FOR THE STUDY: -

Max Fashion (India) Limited believes in satisfactory delivery of service quality to the customer, but due to unknown reasons the customer satisfaction analyzed by the company is not up to the mark. The company intends to find out the causes and remedies for the low customer satisfaction.

Customer is one whom you satisfy a want or need in return for some payment. The payment may be in money, may be time or may be goodwill but these are some form of payment.

Satisfaction is the level of person felt state of comprising products perceived in relation to the person's expectation. Satisfaction level is functioning of the difference between perceived performances an expectation. If the performance falls short of expectation, the customer is not satisfied. If the performance matches the expectation the customers are highly satisfied. If the performance in beyond his expectation the customer is thrilled.

Customer satisfaction refers to the extent to which customers are happy with the products and services provided by a business. Customer's satisfaction levels can be measured using survey techniques and questionnaires. Customer satisfaction drives successful drives successful private sector business. High-performing businesses have developed principles and strategies for achieving customer satisfaction.

RESEARCH METHODOLOGY: -

Research methodology is a way to systematically solve the research problem. In it, step- by- step methods are followed to solve a particular problem. It refers to a search for knowledge. It can be defined as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation.

Helps us to know which types of research, I could adopt to know and conduct the project on Max store which could become successful in the final result. Which is also helps to take exact decision by eliminating unwanted data from the whole sampling. Which method can be the suitable for conducting this project?

In this research can be estimated as a descriptive in nature due to the describing entire Max store data, and the information was collected by the customers of the Max store data, and the information was

collected by the customers of the Max say as a respondent for my questionnaire and analyze through various measurements like graph, tables and diagrams can be represented to interpret the final result.

Research method

Broadly speaking, we can classify the Research Designs into 3 types

Exploratory Research Design:

This is generally used to clarify thoughts and opinions about the research problems or the respondent population, or to provide insights on how to do more conclusive (casual) research. Exploratory research studies are also known as Formularize Research Studies.

Descriptive Research Design:

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occur or its association with something else.

Casual Research Design:

Casual Research design is also known as Hypothesis testing research studies, (generally known as experimental studies) are those where the researcher tests the hypotheses of casual relationship between variables? Such studies require procedures that will not only reduce bias and increase reliability, but will permit drawing inferences about causality. Usually experiments meet this requirement. Hence, when we talk about research design in such studies, we often mean the design of experiments.

Research Design Opted

In this research process the design opted for research is the Descriptive Research Design.

Sampling Method:

Sampling Unit: Customer visited at Max Population: All the customer who visit Max Sampling Technique: Convenient sampling Sample size: 153 Respondents.

Statistical Techniques:

Simple statistical techniques such as drawing of percentage, calculating the mean score. Tables for analyzing and graphs for pictorial understating were used in the study. This is the descriptive statistic way to use for analysis & report

Source of Data:

In a broader sense we can say that two types of data are available to the researcher. They are as follows:

1. Primary data
2. Secondary data Primary Data:

In which primary data gives the information directly from the source using first time for ourproject work.

Here primary data the Max customers answered for direct questionnaire.

Secondary Data:

It is the data that which already exists and is collected by some other person or organization. Sources of secondary data include websites, journals, books; etc.

QUESTIONNAIRE:

Questions are very convenient method to understand the customer perception about the customer satisfaction level maintained at Max and easy to get the answer from customer without ambiguity and structured.

Processing Of the Collected Data

- (1) A number of tables are prepared to bring out the main characteristics of the data.
- (2) Interpretations are drawn from the data analyzed.

Research Instrument:

To elicit the primary data of the proposed study, questionnaires with structured questions for the respondents shall be considered.

Plan of Analysis:

The collected data will be analyzed with the help of statistical tools and techniques. Parametric techniques such as averages will be used. Wherever possible to make the presentation effective, tables, charts and diagrams will be used.

Tools Used for Data Collection:

The tools used for primary data collection was a structured questionnaire that includes both open ended and close ended questions. Secondary data was collected from the certain website books, media sources, and commercial sources. The collected data was organized, processed and tabulated in separate tables under specific heading. The data was processed using the percentage method.

LIMITATIONS OF THE STUDY:

This project report suffers from following limitations:

1. Questionnaires were filled in evenings, when most of the people are in hurry and they might not have responded truly to all the questions.
2. The research is limited to only one store of Max and sample size is of 150 respondents so errors may crop in while generalizing the results.
3. Those who came out of Max Store after shopping were chosen for getting the questionnaires filled but they held bulky polyethylene bags due to which they found it difficult to stand for long and answer the questions.

CHAPTER 2
COMPANY PROFILE

Company Background Type: public

Traded as: BSE & NSE Industry Name: Retail- Apparel Founded: 2004

Headquarters: Dubai, United Arab Emirates

Area served: World Wide

Key people: Ms. Shital mehta (Managing Director & CEO)

Products: Department Stores House Name: Landmark Group Incorporation Date: 05/2004

The Company was incorporated as Peter England Fashions and Retail Limited on April 19, 2007 under the Act under CIN No. U1810MH2007PLC233901 and obtained the certificate of commencement of business on May 14, 2007. The name of the company was changed to Max fashion and Retail Limited on April 23, 2013.

Max Fashion India is a Apparel & Fashion company and has headquarters in Bengaluru, Karnataka, India. Max Fashion India has 266 employees. It was founded in 2006. Max Fashion India specializes in apparel & fashion..

Max , the newly acquired business by The Landmark Group, one of India's leading multinational conglomerates, are a powerhouse of fresh fashion and innovation. While weaving its magic across lifestyle segments, Max caters to the discerning and trendy Indian consumer.

Max stores have an abundance of choices across categories that range from western to Indian wear, formal to party wear and active wear for men, women and kids. To further add to the customer's innumerable choices that reflect style, attitude, and comfort, Max has extended its horizons to fashion accessories like fragrances, footwear, handbags, watches,

sunglasses and much more. With a chain of 71 fashion stores across 35 cities and towns, Max inconstantly extending its foot-prints into the rest of modern India.

Max 's which was previously controlled by the Future Group has now been taken over by Landmark Nuvo Limited ['ABNL']. ABNL is a part of the prestigious Landmark Group, a

\$40 billion Indian multinational, operating in 36 countries across the globe with over 136,000.

The Landmark Group ranks high in the League of Fortune 500 Corporations of the world with a strong mix of talented and capable personnel comprising 42 different nationalities, who are credited with anchoring the organization and scripting one brilliant success story after another.

The first Max store was launched amidst much fanfare in Gariahat, Kolkata in 2007. Over the years, the brand has undergone several transitions and re-invented itself to bring forth compelling trends and styles catering to the evolving fashion hub.

A Max is India's fastest growing premium lifestyle apparel company. With innovative designs, concepts and products, the company brings the latest trends in fashion and clothing styles to the apparel market.

The company offers an incredible and complete one-stop shopping experience to its buyers through its vast collection of more than 100 prestigious brands for the discerning fashionista. The 83 aesthetically designed stores spread across the country display a range of classy and trendy merchandise that truly lives up to Max 'Maxim of 'fresh fashion'.

A typical Max store is spread across a sprawling retail space of about 28,000 sq. ft., comprising a brand portfolio that runs across a wide gamut of styles that spell class. The collection includes ready-to-wear western and ethnic apparel for men, women and kids, complemented by an exhaustive range of accessories

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LANDMARK GROUP

The Landmark Group, with over US\$6 billion revenue, is a retail and hospitality conglomerate in the Middle East, Africa, and the Indian subcontinent. Currently[as of?] based out of Dubai, the company was established in 1973, with its first store in Bahrain. The group's current[as of?] employee base stands at 55,000 employees operating over 2,400 outlets, with a retail presence of over 30 million sq. ft. across 21 countries.

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VISION, MISSION, VALUES:

VISION:

To be a premium global conglomerate with a clear focus on each of the business.

MISSION:

To deliver superior value to our customers, shareholders, employees and society at large.

VALUES:

- Integrity: Acting and taking decisions in a manner that is fair and honest. Following the highest standards of professionalism and being recognized for doing so. Integrity for us means not only financial and intellectual integrity. But encompasses all other forms as are generally.

- **Commitment:** On the foundation of integrity, doing all that is needed to deliver value to all stakeholders. In the process being accountable for our own actions and decisions, those of our team and those in the part of the organization for which we are responsible.
- **Passion:** An energetic, intuitive Zeal that arises from emotional engagement with the organization that makes work joyful and inspires each one to give his or her best. A voluntary, spontaneous and relentless pursuit of goals and objectives with the highest level of energy and enthusiasm.
- **Seamlessness:** Thinking and working together across functional groups, hierarchies, businesses and geographies. Leveraging diverse competencies and perspectives to garner the benefits of synergy while promoting organizational unity through sharing and collaborative efforts.
- **Speed:** Responding to internal and external customers with a sense of urgency continuously striving to finish before deadlines and choosing the best rhythm to optimize organizational efficiencies.

QUALITY POLICY: With a focus on today's youth, Max offers trendy and hip fashion that defines their hopes and aspirations. Our stores reflect our ideology. Fresh Feeling, Fresh Attitude, and Fresh Fashion. We offer fresh collections that are visually stimulating thanks to appealing interiors an attractive product display.

BUSINESS OVERVIEW

During the previous financial year 2012-13, the company acquired the Max Fashion business post its demerger from future Retail Limited under a court approved Scheme of Arrangement. On the effectiveness of the scheme on 8th April 2013, all the net assets and operations pertaining to the "Max Fashion" business have been transferred on a going concern basis, along with debt, to the company. The appointed date of transfer is 1st July. In terms of the scheme, the name of the company was changed from "Peter England Fashions and Retail Limited" to Max Fashion & Retail Limited". On receipt of necessary approvals, the Equity Shares of the company got listed on the National Stock Exchange of India Limited and the BSE Limited.

The new management took over the control of the Max Fashion business w.e.f. 8th April 2013, i.e., on the effectiveness of the scheme. With an objective of making Max a future ready organization.

Following key focus areas were identified by the management.

- a) Re-building the organization
- b) Expanding the customer reach
- c) Enhancing productivity of the existing stores

d) Strengthening brand portfolio

e) Optimizing finance costs

Re-building the organisation: - In a consumer facing business, an efficient human capital plays a critical role in the success of the organisation. We had to rebuild the organisation whereby we have hired electiveness at key critical positions across designing, merchandise, finance, human resources etc.

Expanding the customer reach: - The company is expanding its stores presence to derive the true potential which Max brand has, by penetrating new markets and reaching out to more and more customers. it launched 14 new Max stores and 1 factory outlet during the year taking the total count 81 Max stores and 26 factory outlets as on 31st March, 2014. In fiscal year 2014-15, the company is targeting to launch 18 to 20 stores mark. The company's expansion strategy is focused on tier -2 and tier-3 cities, while penetrating into metros.

Enhancing productivity of the existing stores: - With an objective of improving customers footfalls, enhancing sell-through and sustaining profitable sales growth in the existing store, 22 stores were refurbished during the year through infrastructure and assortment upgrade. In fiscal 2014-15, the company is targeting to refurbish another 21 stores.

Strengthening brand portfolio: -Max is aiming to emerge as an executive brands destination. To strengthen the high margin private labels portfolio, three new brands were launched-Byford, in men's sportswear category, and chirpie pie, Alto moda, in plus-size

category, and chirpier for infants. These new brands are being built an popularised through mass media an in-store promotions.

This strategy is aimed at enriching the product portfolio, thereby, improving the gross margins. To widen its menswear segment, the company has also started retailing the country's leading brands viz., Louis Philippe, Van Heusen, Allen Solly and Peter England, these brands are owned by Madura Fashion & Lifestyle, a division of Landmark Nuvo Limited.

Optimising Finance costs: - Pursuant to the scheme, a debt of Rs 1,600 Crore was transferred to the company, carrying an average interest rate about 13%. To optimise the finance cost, the company reshuffled the debt portfolio. Accordingly, post effectiveness of the scheme, the company raised term loans of Rs 600 crore and Non- convertible Debentures of Rs 300 crore and re-paid Rs 800 crore out of the transferred debt. The average interest cost of the debt portfolio got reduced to about 10.40% for the fiscal 2013-14.

MERCHANDISE MIX

Max has a wide range of products in its store- Men Casuals, Formals, Sportswear, Undergarments, Ethnic Wear, Children cloths, Girls and Ladies casual and Formals, Jeans

and sportswear, traditional wear, Toys, Footwear, Cosmetics, Perfumes, Deodorants, Sunglasses, Wrist Watches, and Jewelry. Some brands are stated above others are: COSMETICS: Maybelline, L'Oréal.

DEODORANTS: Playboy, Denim, Ferrari etc. SUNGLASSES: Fast track, DG, and many other. WRIST WATCHES: fast track, Titan, Esprit, Timex etc.

VISUAL MERCHANDISING

- Activity of promoting the sale of goods, especially by their presentation in retail outlets.
- This includes combining product, environment, and space into a stimulating and engaging display to encourage the sale of a product or service.
- Visual merchandising is the art of implementing effective design ideas to increase store traffic and sales volume.

OBJECTIVES OF VISUAL MERCHANDISING

- A desire to attract customers to a place of business in order to sell the merchandise.
- It is offered to the customer through interior and exterior presentation.
- It helps create positive customer image.
- It encourages impulse buying.
- The exterior appearance of a store silently announces what customers can expect inside.
- Good exterior visual merchandising attracts attention, creates interest, and invites the customer into the business.

BANNERS:

- These are used increasingly as an inexpensive but colourful, eye-catching means of promotion.
- Banners can be hung from flagpoles, projected from the building or hung flat against the exteriors.
- Where many signs compete for customer's attention, design and logo become more important. They should be unique, noticeable and readable.

WALK WAYS AND ENTRIES:

- Approximately 75 % of first-time customers remember a store's entrance, which provides the first and last view of the store's interior.
- A cluttered entryway cause's shopper's to indefinitely postpone entering a store, while an attractive, well-designed entrance is inviting to the customers.

STORE INTERIORS:

- Store interior is an important element of a store concept.
- The industry, product selection, price segment, customer group and company vision form the foundation of the concept.

Elements: Atmosphere :

- Lights
- Music
- Colour
- Fragrance

Space Allocation and Utilization: -

Furniture and fixtures: Goods can be effectively displayed on a variety of fixtures such as gondolas, tables, cubes, mannequins, waterfalls and other racks, display cases and manufacturer point-of-purchase display.

Interior Signage: -

Signage is a critical part of interior display and point-of-purchase promotion. Store signage that communicates a sales message can make up for a lack of sales personnel. A good sign provides the most information in the fewest possible words.

Layout Planning: -

Planning of the internal arrangement of selling and sales supporting departments, and deciding on the amount of space for each department.

Product Depth: -

The number of each item or particular style of a product.

Under one product how many sub-products company provides or how many varieties company have for that product.

Examples: To keep our inventory costs down, they have a shallow product depth. This means they only stock 3-6 SKUs of each product they carry.

Private labels: -

Max have their own in-house brands in Apparel as well as different sections some of them are:

-

1. Honey
2. Annabelle
3. Bare

AREAS OF OPERATION:

Nationally they are emerging with innovative and segmented areas in India with The Landmark Retail (India) Limited operates at various areas throughout in India booming and getting

More customer's day by day. Their main motto is to get the customers and satisfy them by offering FMCG (Fast Moving consumers Goods).

The company planned to serve the customers located in various geographical areas like different states of the Indian country. This covers all most all the Indian customers at the East, West, North, and South. The following are the major cities/areas where the operation and retail established by the future group, later is taken over by Landmark.

- Bhubaneswar
- Ahmadabad
- Gurgaon
- Indore
- Mumbai
- Pune
- Vishakhapatnam
- Jaipur
- Raipur
- Surat
- Kolkata
- Jammu
- Lucknow
- Ludhiana
- Kanpur
- Mangalore
- Mumbai

- Nagpur
- Other cities
- Patna
- Surat

MILESTONE:

1. Max Fashion, as a retail brand, has achieved several significant milestones since its inception. While I can't provide specific details beyond my knowledge cutoff date of January 2022, here are some key milestones in the brand's history up to that point:

2. 2004: Max Fashion is founded in Dubai, United Arab Emirates, by the Landmark Group.

3. Expanding Footprint: Max Fashion quickly expanded its presence, establishing a retail network across the Middle East, North Africa, and India.

4. Affordable Fashion: The brand gained recognition for offering fashionable clothing, accessories, and footwear at competitive and affordable prices.

5. E-commerce Launch: Max Fashion launched its online shopping platform, allowing customers to shop conveniently via the internet.

6. Sustainable Practices: Max Fashion initiated sustainability efforts, including using sustainable materials and reducing its environmental impact, in line with growing global awareness of environmental issues.

7. Diverse Product Range: The brand continued to diversify its product offerings, catering to various age groups and style preferences, including casual wear, formalwear, sportswear, and more.

8. Inclusivity: Max Fashion emphasized inclusivity by offering a wide range of sizes and designs to cater to different body types and fashion preferences.

9. Corporate Social Responsibility: The company engaged in various corporate social responsibility initiatives, supporting local communities and charities.

10. Store Expansion: Max Fashion expanded its retail presence with stores located in shopping malls, high streets, and standalone locations in different countries.

11. Customer Engagement: The brand implemented customer-centric strategies, including loyalty programs, promotions, and discounts to enhance the shopping experience.

12. Please note that Max Fashion may have achieved additional milestones or made significant developments in the retail industry since my last update in January 2022. To learn about the brand's most recent achievements and developments, I

recommend visiting the Max Fashion website or referring to recent news articles and updates.

13. Max Green Card awarded the best "DIGITAL MARKETING CAMPAIGN OF THE YEAR" at the 8th Loyalty Awards presented by AIMIA.
14. Max wins "BEST TWITTER CAMPAIGN" AWARD at social media Summit.
15. A Max wins "Most preferred Fashion Retail Destination of the Year" at North- East Consumer Awards 2013.
16. A Max bags Gold in 'Web-rich Media Banner Campaign' and a Silver for 'Best Digital

INTRODUCTION TO RETAIL

Retailing has become an important institution in our modern society. It provides considerable value to the consumers. It also offers opportunities for rewarding and challenging career to people. There has been a significant shift in consumer's need and technology and it has resulted in change in retail industry. 25 to 30 years ago modern retail formats and companies were unknown which has become now the primary factor in retail industry. The key to successful retailing is offering the right goods and services at the right price, in the right place and at the right time to insure profits.

Retailing is one of the fastest growing segments of the economy. As one of the nation's largest employers, the retail industry provides excellent business opportunities. About 12

percent of the approximately 750, 000 new enterprises launched between 2001 and 2002 (the latest years for which data is available) were retail operations. The entrepreneurs behind these ventures risk their capital, invest their time and make a living by offering consumers something they need or want. You'll meet several of them in this guide and learn how they created a niche for themselves.

India is a nation of shopkeepers. With over 12 million retail outlets, India probably has the highest density of retail outlets in the world, with one for approximately every 90 persons; little wonder that the country is the ninth-largest retail market in the world, with estimated annual retail sales of around USD 215 billion in 2005 (Rs 960,000 crore). At the same time, the share of organized trade in this enormous market is currently very small. It is estimated at just USD 8 billion (Rs 35,000 crore) in 2005, up from USD 6.25 billion (Rs 28,000 crore) in 2004. This accounts for less than 4 percent of the total retail trade in the country. UNDERDEVELOPED RETAIL MARKET. Organized trade in India is very

Underdeveloped when compared with other emerging markets in Asia, Latin America and Eastern Europe. The Indian and Chinese markets are comparable in many aspects: Both countries are not homogeneous. They comprise many markets within a single country, with significantly varying cultures and customer preferences across regions.

BRIEF ABOUT INDIAN RETAIL INDUSTRY

India Continues to be an Attractive Proposition for Retail

- India is set to become a US\$ 450 billion market by 2015

- Current share of organized retail is estimated to be 4-5% i.e. US\$18- 20 billion market.
- It is expected to expand to 14-18% by 2015 i.e., US\$ 75 billion.
- India is at the brink of a Creative Economy driven by speed and imagination
- Shopping basket of average Indian ranges from US\$7-10 lower than international average is expected to increase
- India is one of the youngest consumer markets in the world. Over 50% of the population is below the age of 25 years
- India's working population to be 68% in FY2020 from 63% in FY2008
- Self-employed people form a majority of consumers in India (organized sector accounts for less than 10% of jobs).
- The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the consumers, the industry is getting more popular these days and getting organized as well. With growing market demand, the industry is expected to grow at a pace of 25-30percent annually. The India retail industry is expected to grow from Rs. 35,000 crores in 2004- 05 to Rs. 109,000 crores by the year 2010.

Growth of Indian Retail

According to the 8th Annual Global Retail Development Index (GRDI) of AT Kearney, India retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10percent in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12percent. It is also expected to reach 22percent by 2010

Tata Group:

Tata group is another major player in Indian retail industry with its subsidiary Trent, which operates Westside and Star India Bazaar. Established in 1998, it also acquired the largest book and music retailer in India 'Landmark' in 2005. Trent owns over 4 lakh sq. ft retail space across the country.

RPG Group:

RPG Group is one of the earlier entrants in the Indian retail market, when it came into food and grocery retailing in 1996 with its retail Food world stores. Later it also opened the pharmacy and beauty care outlets 'Health and Glow'.

Reliance:

Reliance is one of the biggest players in Indian retail industry. More than 300 Reliance Fresh stores and Reliance Mart are quite popular in the Indian retail market. It's expecting its sales to reach Rs. 90,000 crores by 2010.

Retail formats in India

Hyper marts/supermarkets: large self-servicing outlets offering products from a variety of categories

- Mom-and-pop stores: they are family-owned business catering to small sections; they are individually handled retail outlets and have a personal touch.
- Departmental stores: are general retail merchandisers offering quality products and services.
- Convenience stores: are located in residential areas with slightly higher prices goods due to the convenience offered.
- Shopping malls: the biggest form of retail in India, malls offer customers a mix of all types of products and services including entertainment and food under a single roof.
- E-trailers: are retailers providing online buying and selling of products and services.
- Discount stores: these are factory outlets that give discount on the MRP.

Challenges facing Indian retail industry

- The tax structure in India Favours small retail business
- Lack of adequate infrastructure facilities
- High cost of real estate
- Dissimilarity in consumer groups
- Restrictions in Foreign Direct Investment
- Shortage of retail study options
- Shortage of trained manpower

Future:

The retail industry in India is currently growing at a great pace and is expected to go up to US\$ 833 billion by the year 2013. It is further expected to reach US\$ 1.3 trillion by the year 2018 at a CAGR of 10percent. As the country has got a high growth rate, the consumer spending has also gone up and is also expected to go up further in the future.

Benefits

- Higher competition would lead to higher quality in products and services.
- Better lifestyle as better products would be introduced.
- Exports would increase due to greater sourcing of major players.
- Investment in whole supply chain would increase.

- Technology would be upgraded in terms of logistics, production, and distribution channels.
- The markets of the sector would flourish and develop.
- Employment would increase and skills and manpower will develop.
- A strong retailing sector would promote tourism.

CHAPTER- 3
COMPITITOR ANALYSIS:

Shoppers stop

Incorporated as a private limited company on June 16, 1997, we became a deemed public limited company on December 8, 1997. Pursuant to an amendment to the companies Act in the year 2000, our company was converted from a deemed public company to a full-fledged public company with effect from October 6, 2003.

Prior to incorporation two of our existing stores at Mumbai and Bhubaneswar were run by a division of Ivory properties & Hotels Limited (IPHL) under the brand-named Shopper's stop. Soon property (ii) the Bhubaneswar Shopper's Stop property (iii) the agreement and arrangements with various parties to purchases, sales, franchises and co-sponsorship (iv) the brands developed (v) the diverse modes of rendering services to the customers (vi) the data bank of shopper's stop, the membership of the First citizen's Club etc.; (vii) the software, various systems and training programmed (viii) books and cassettes providing knowledge for retail trade.

Out of the various trademarks under which we presently market our in-house products only six are registered in our name. Three of the trademarks we presently market some of our in-house products are registered in the name of our promoter, Ivory properties and Hotels Pvt.Ltd.

Westside: With a number of stores across India, this chain offers clothes, footwear and accessories for men, Women and children, along with furnishings, artifacts and a range of home accessories.

Star Bazaar: This hypermarket chain offers a wide choice of products, including staple foods, beverages, and health and beauty products.

Fashion yatra: The stores bring quality fashion at low prices to value conscious customers in towns across India.

Spencer's largest retail store:

Spencer's Retail Limited launched its largest store at Sarjapur Main road in Bhubaneswar recently. This 35000 square feet store is Spencer's 23rd store in Bhubaneswar.

Speaking at the launch, Sarang Kanade, vice-president operations, Spencer's said, "We are happy to announce the launch of our largest store in the city. In terms of business potential, Bhubaneswar is the fourth largest city in India and is growing at a rate of 20 percent annually. The new age population is very receptive to modern trade, which makes the city attractive propositions even as the presence of major retailers makes the terrain competitive. We have had a successful 10-Year stint in Bhubaneswar with our 22 neighbourhood stores. Now the

economy on the upswing, we thought it would be the right time to launch the hyper store where brand Spencer's gets unveiled in it's entirely."

The latest large format store, designed by international retail brand and store design consultants, targets upper income group customers with its international shopping experience. With approximately 25000 SKUs on offer, the store merchandises wide range of products across various categories including FMCGs, Processed foods,

Organic and specialty foods, personal care, cosmetics, electric items, fashion apparel and home and office essentials.

SWOT ANALYSIS STRENGTHS: -

- They are first move into the retail sector, largest market share and capitalization.
- They are the booming and bench mark to the other retail sectors in terms of maintaining idea of various seasonal pricing though handling in domestic country.
- Highly satisfying the innovative customers with loyal in terms of their products of different varieties so one can take competitive advantage.
- Being financially strong helps Max retail India deal with any problems, radande in profits and out perform their rivals.

WEAKNESS: -

- Of which is not a player of world retailing rather which handling only domestic maybe effects to its market coverage.
- Max though it is the first mover into retail sector which is not concentrating much about the latest entered retail stores or outlet.
- A Max is selling the products related to the textile and accessories so they redenominating the stock inventories like electronic gadgets and other household items.
- It serves the customers thinking in common basis for all the customers in terms their cultural and demographic in nature.

OPPORTUNITIES: -

- The Indian middle class is already 30 Crore & Projected to grow to over 60 crore by2010 making India one of the largest consumers markets of the world.
- Organized retail is only 3% of the total retailing market in India. It is estimated to grow at rate of 25-30% p.a. and reach INR 1, 00,000 Crore by 2010.
- To take over, merge with, or form strategic alliances with other global retailers, focusing on specific markets.
- New locations and store types offer PRIL opportunities to exploit market development. (Diversification into insurance, property, and variety of products and stores.)

,supercentres

ORGANIZATION STRUCTURE (ZONAL)

- Max Fashion, as part of the Landmark Group, likely has an organizational structure that includes various departments and positions responsible for different aspects of the business. Please note that specific details of the organization structure may change over time, and it can vary based on the company's size,

operational regions, and strategic objectives. However, I can provide a general overview of what an organization structure for a retail company like Max Fashion might look like:

- Executive Leadership:
- CEO or Managing Director: The top executive responsible for overall company leadership and strategic direction.
- Chief Operating Officer (COO): Oversees daily operations and execution of the company's strategy.
- Chief Financial Officer (CFO): Manages financial matters, including budgeting, accounting, and financial planning.
- Chief Marketing Officer (CMO): Leads marketing and promotional efforts to drive sales and brand recognition.
- Chief Merchandising Officer: Responsible for product assortment, inventory management, and vendor relationships.
- Retail Operations:
- Store Operations: This department manages the day-to-day operations of retail stores, including store managers, associates, and visual merchandisers.
- Regional Managers: Oversee multiple stores in a specific geographic region.
- Supply Chain and Logistics: Responsible for managing the movement of products from manufacturers or warehouses to stores.
- Loss Prevention and Security: Ensures store security and the prevention of theft and other security-related issues.
- Merchandising:
- Buying and Planning: These teams are responsible for selecting and purchasing merchandise, as well as planning inventory levels.
- Category Management: Focuses on specific product categories, such as clothing, footwear, accessories, etc.
- Sourcing and Vendor Relations: Manages relationships with suppliers and manufacturers.
- Marketing and Sales:
- Marketing and Advertising: Develops marketing campaigns, advertising strategies, and promotional activities.
- Sales and Customer Service: Manages the sales teams, including in-store and online sales, as well as customer service.
- E-Commerce and Digital:

- E-Commerce Operations: Manages the online sales platform, including the website and mobile app.
- IT and Technology: Maintains and enhances the company's technology infrastructure.
- Finance and Administration:
- Finance and Accounting: Manages financial transactions, budgets, and financial reporting.
- Human Resources: Handles recruitment, employee relations, and training.
- Legal and Compliance: Ensures the company complies with relevant laws and regulations.
- Corporate Social Responsibility (CSR):
- CSR and Sustainability: Oversees the company's social and environmental responsibility efforts.
- Innovation and Strategy:
- Strategy and Business Development: Focuses on long-term planning and corporate strategy.
- Innovation and Research: Identifies market trends, new technologies, and product innovations.
- Please keep in mind that the specific organizational structure of Max Fashion may vary, and the company might have additional departments or positions tailored to its unique business needs and objectives.

FUTURE GROWTH AND PROSPECTS

- Expanding middle class: The Indian middle class is expected to grow to over 600 million by 2030, providing a large and growing customer base for Max Fashion.
- Rising disposable incomes: As disposable incomes rise, consumers are spending more on fashion. This trend is expected to continue, benefiting Max Fashion.
- Increasing urbanization: Urbanization is leading to a growing demand for fashion products. Max Fashion is well-positioned to capitalize on this trend with its strong presence in urban areas.
- Growing e-commerce market: The e-commerce market in India is growing rapidly, and Max Fashion is well-positioned to take advantage of this trend with its strong online presence.

Future prospects:

- Expanding store network: Max Fashion plans to expand its store network to over 200 stores in India by the end of 2024. This expansion will help the company reach new customers and increase its market share.
- Strengthening e-commerce presence: Max Fashion is committed to strengthening its e-commerce presence. The company is investing in its online platform and expanding its delivery network.
- Expanding product range: Max Fashion is expanding its product range to include a wider variety of fashion products. This will help the company appeal to a wider range of customers.

- Enhancing customer experience: Max Fashion is focused on enhancing the customer experience both in-store and online. The company is investing in training and technology to provide a better customer experience.

Chapter 4
Customer Analysis

1. Demographics:

- Identify the key demographic characteristics of Max Retail customers in Bhubaneswar. This includes age, gender, income level, occupation, and other relevant factors.

2. Geographic Analysis:

- Understand the geographic distribution of Max Retail customers in Bhubaneswar. Identify which areas or neighbourhoods have a higher concentration of customers.

3. Customer Behaviour:

- Analyze customer behaviour, such as shopping frequency, average transaction value, and preferred products or categories. This can be obtained through sales data and customer surveys.

4. Customer Satisfaction:

- Look into customer satisfaction scores and reviews. Online platforms, social media, and direct surveys can provide valuable insights into what customers like or dislike about Max Retail in Bhubaneswar.

5. Competitive Analysis:

- Compare Max Retail with competitors in the Bhubaneswar area. Understand what sets Max Retail apart and where it can improve compared to competitors.

6. Trends and Preferences:

- Keep track of changing consumer trends and preferences. Understanding what customers are looking for can help Max Retail adapt its offerings to meet market demands.

7. Marketing Effectiveness:

- Evaluate the effectiveness of Max Retail's marketing strategies in Bhubaneswar. This includes online and offline advertising, promotions, and customer engagement initiatives.

8. Customer Loyalty Programs:

- Assess the impact of customer loyalty programs on retention. Understand how effective these programs are in keeping customers coming back.

9. Technology Adoption:

- Analyze how well Max Retail is adopting and utilizing technology in its operations, such as online sales, mobile apps, or other digital platforms.

10. Feedback Mechanisms:

- Identify how Max Retail gathers customer feedback and how responsive the company is to customer concerns and suggestions.

Customer demographics:

- Age: Max Fashion's target customers are primarily young adults and families. However, the company also has a strong following among older adults.
- Gender: Max Fashion has a slightly higher proportion of female customers than male customers.
- Income: Max Fashion's customers are primarily middle-class and upper-middle-class consumers.
- Location: Max Fashion has a strong presence in urban areas, but the company is also expanding its reach into rural areas.

Customer psychographics:

- Values: Max Fashion's customers value style, quality, and value. They are also looking for fashionable clothing that is comfortable and affordable.
- Lifestyle: Max Fashion's customers are fashion-conscious individuals who are always looking for the latest trends. They are also busy individuals who appreciate the convenience of shopping at Max Fashion's stores and online.
- Attitudes: Max Fashion's customers have a positive attitude towards the brand. They perceive Max Fashion as a trendy and affordable retailer that offers a wide variety of products.

Customer needs and wants:

- Need for variety: Max Fashion's customers need a wide variety of products to choose from. They want to be able to find the latest trends as well as classic styles.
- Need for value: Max Fashion's customers want affordable clothing that is still of good quality. They are looking for value for their money.
- Need for convenience: Max Fashion's customers want to be able to shop easily and conveniently. They want to be able to find the products they need quickly and easily.
- Want for fashion: Max Fashion's customers want to be fashionable. They want to wear clothing that is trendy and stylish.
- Want for quality: Max Fashion's customers want clothing that is well-made and durable. They want to be able to wear their clothes for years to come.

Customer behavior:

- Shopping frequency: Max Fashion's customers shop on a regular basis. They are always looking for new clothes and accessories.
- Shopping channels: Max Fashion's customers shop both in-store and online. They appreciate the convenience of shopping online, but they also enjoy the experience of shopping in-store.
- Purchase decisions: Max Fashion's customers make purchase decisions based on a variety of factors, including price, quality, style, and brand. They are also influenced by trends and social media.

- Brand loyalty: Max Fashion's customers are loyal to the brand. They appreciate the company's value proposition and its commitment to providing fashionable and affordable clothing.

Overall, Max Fashion has a strong understanding of its customers. The company has a clear vision of who its target customers are and what they need and want. Max Fashion is also committed to providing its customers with a positive shopping experience.

Chapter 5

Actual work done, analysis and findings

DATA ANALYSIS AND INTERPRETATION:

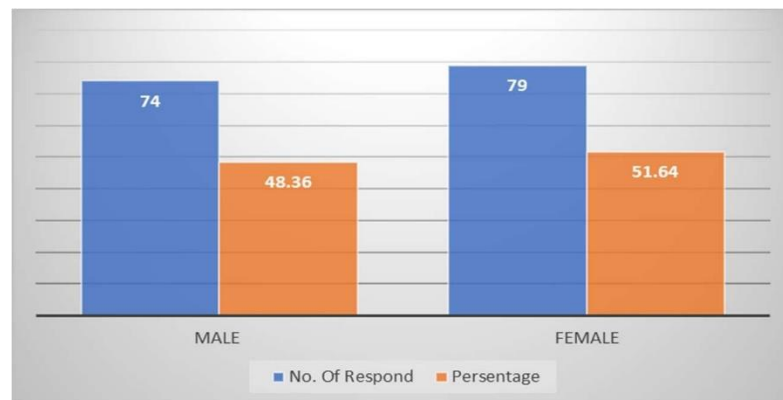
Table showing classification of gender respondents

Gender	No. Of Respondents	Percentage
Male	74	48.36%
Female	79	51.64%
Total	153	100%

(Percentage is converted from 153 respondents to 100% $74/150 \times 100 = 48.36\%$) Source: Primary Data

ANALYSIS:

It is analyzed that 48.36% are male respondents and 51.64% of female respondents. Graph showing Gender Respondents



INTERPRETATION:

From the above graph it was found that 48.36% of respondents were male and rest 51.64% were female. It is interpreted that number of females is higher than the male respondents.

Which of the following retail outlets you have visited recently?

Criteria	No of Respondents	Percentage
Max	56	36.60%

Reliance retail	50	32.68%
Westside	12	7.85%
Shopper's stop	09	5.88%
Life style	26	16.99%
Total	153	100%

ANALYSIS:

The above table shows that customer visiting retail outlets recently, out of 153 respondents shows that 36.60% of the customers visited Max, 32.68% of the customers visited reliance retail, 7.85% of the customers visited Westside, 5.88% of the customers visited shopper's stop, 16.99% visited lifestyle.

Pie chart showing customer visited retail outlets recently

INTERPRETATION:

As per the above graph we can conclude that customers visited Max more often than the other retail outlets, as Max has 36.60%, whereas reliance retail stands second 32.68%, life style has secured 16.99% and least percentage is obtained by Westside and Shopper's stop as Westside secures 7.85% and Shopper's stop as 5.88%.

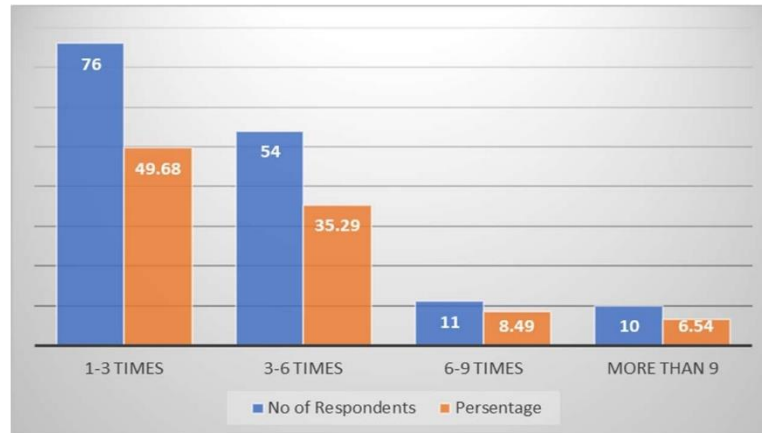
How often you visit Max in a month?

Criteria	No of Respondents	Percentage
1-3 times	76	49.68%
3-6 times	54	35.29%
6-9 times	13	8.49%
More than 9	10	6.54%
Total	153	100%

Source: Primary Data

ANALYSIS: From the above table 49.68% of the customers visited Max 1-3 times, whereas 35.29% of the respondents visited Max 3-6 times in a month. The data also shows that around 8.49% of respondents who visited the store 6-9 times in a month and 6.54% visits more than 9 times.

Graph showing customer visited Max



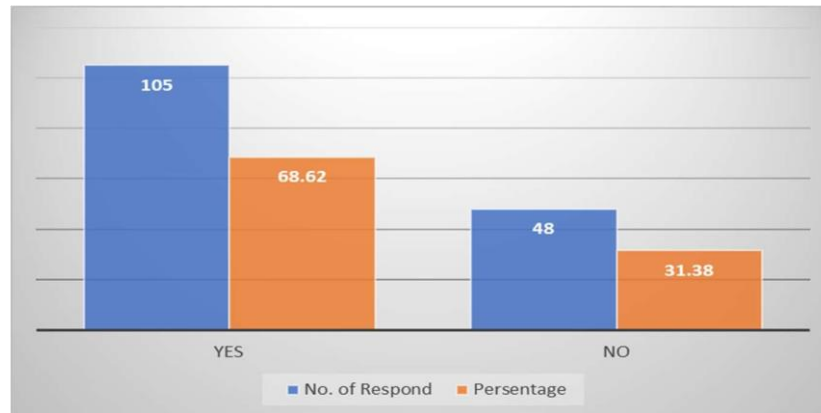
INTERPRETATION: As per the above data the analysis it shows that majority of the respondents visited the Max showroom 1-3 times in a month, whereas there is only a few customers that visits showroom more than 9 times in a month.

Do you visit Max because of variety of products available there?

Criteria	No of Respondents	Percentage
Yes	105	68.62%
No	48	31.38%
Total	153	100%

Source: Primary Data

ANALYSIS: The above data clarifies that the respondents believe that Max have variety of products available in the Max store; nearly 68.62% of the respondents accept the variety of products are available.



Graph showing do customer visit Max because of variety of product

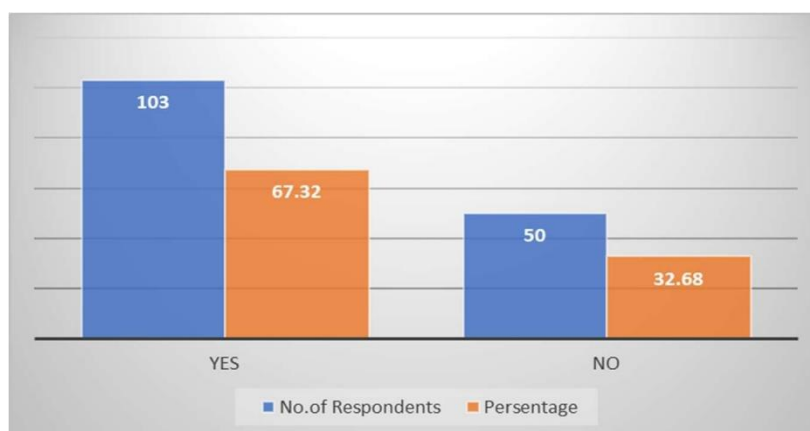
INTERPRETATION: From the above graph we get to know that 68.62% of the respondents willing believe that Max contain variety of products that are available in the store whereas 31.38% of the respondents disagree that Max have variety of product.

Do you visit Max because of convenience of location?

Criteria	No of respondents	Percentage
Yes	103	67.32%
No	50	32.68%
Total	153	100%

ANALYSIS: From the reference to the above data 67.32% of the respondents feel convenient of the location to visit Max.

Graph showing do customers visit Max because of convenience of location



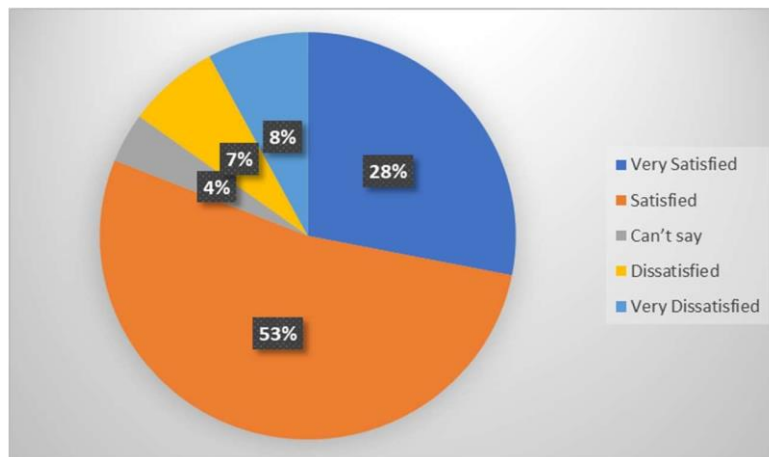
INTERPRETATION: From the above graph shown 67.32% of the respondents accept that Max is convenience to their location to visit whereas 32.68% of the respondents feel the location is not very convenient to visit.

How much satisfied are you with the service provided by Max?

Criteria	No. of Respondents	Percentage
Very Satisfied	43	28.10%
Satisfied	81	52.95%
Can't say	06	3.92%
Dissatisfied	11	7.18%
Very Dissatisfied	12	7.85%
Total	153	100%

ANALYSIS: From the reference to the above data, 52.95% of the respondents were satisfied with the services provided by Max, 28.10% of the respondents were very satisfied, 7.85% of the respondents were very dissatisfied, 7.18% of the respondents were dissatisfied and 3.92% of the respondents were neutral.

Pie Chart showing services provided by Max



INTERPRETATION: From the above graph 28.10% of the respondents are very satisfied with the service provided by Max, 52.95% of the respondents feels satisfied with the service provided, 7.85% of the respondents feels very dissatisfied with the service provided, 7.18% of the respondents feels dissatisfied with the service provided whereas 3.92% of the respondents are neutral towards the services provided by Max.

How much satisfied you are with the staff of Max?

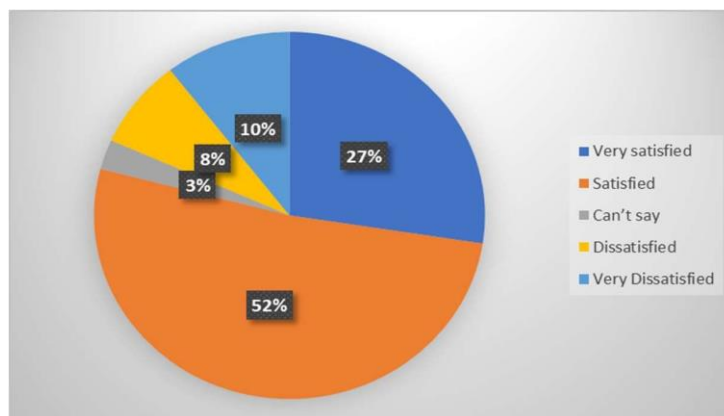
Criteria	No of Respondents	Percentage
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Very satisfied	42	27.45%
Satisfied	79	51.64%
Can't say	4	2.62%
Dissatisfied	12	7.84%
Very Dissatisfied	16	10.45%
Total	153	100%

Source: Primary Data

ANALYSIS: Its evident from the analysis that majority of the respondents were satisfied. Whereas there are only a few customers were dissatisfied.

Pie chart showing customer satisfied with the staff of Max.



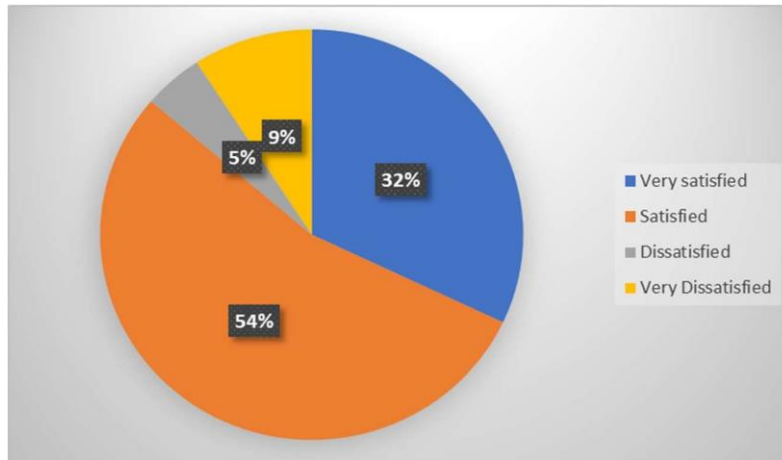
INTERPRETATION: From the above table 27.45% of the respondents very satisfied. 51.64% of the respondents are satisfied. Whereas 2.62% of the respondents can't say. 7.84% of the respondents were dissatisfied. This study also shows that 10.45% of the respondents were Very Dissatisfied.

How much satisfied you are with the Ambiance of Max?

Criteria	No of Respondents	Percentage
Very satisfied	49	32.03%
Satisfied	83	54.25%
Dissatisfied	07	4.57%
Very Dissatisfied	14	9.15%
Total	153	100%

Source: Primary Data

ANALYSIS: Its evident from the analysis that majority of the respondents were satisfied. Whereas there are only a few customers were dissatisfied



INTERPRETATION: From the above table 32.03% of the respondents very satisfied. 54.25% of the respondents are satisfied. Whereas 4.57% of the respondents was dissatisfied. This study also shows that 9.15% of the respondents were Very Dissatisfied.

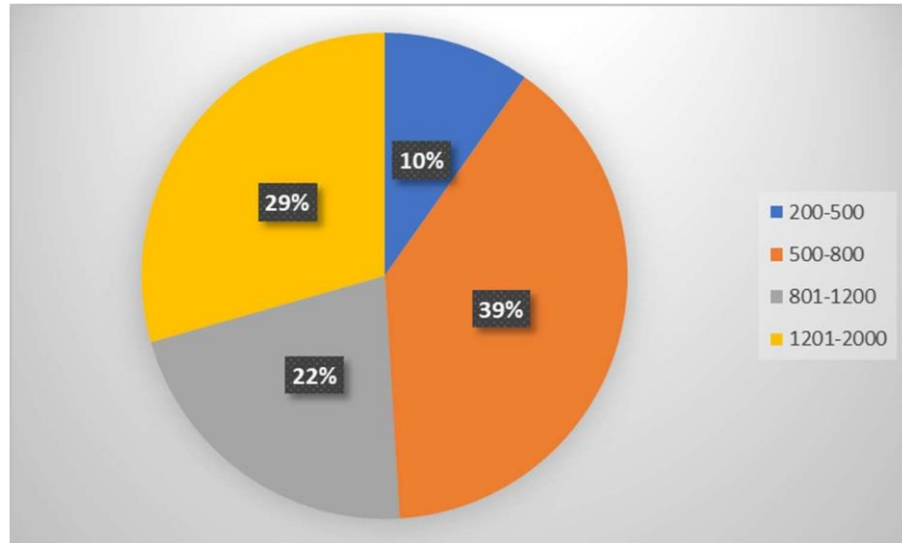
What is the price range of merchandise available at Max Store?

Criteria	No. of Respondents	Percentage
200-500	15	9.80%
500-800	60	39.22%
801-1200	33	21.57%
1201-2000	45	29.41%
Total	153	100%

Source: Primary Data

ANALYSIS: From the above table we can say that, 39.22% of the respondents were liked to buy the 500-800 price range of products, and 29.41% respondents were liked to buy 1201- 2000 price range of products, and 21.57% of the respondents were liked to buy 801-1200 price range of products, only 9.80% of the respondents were liked to buy 200-500 price range of products.

Pie Chart showing price range of merchandise available at Max



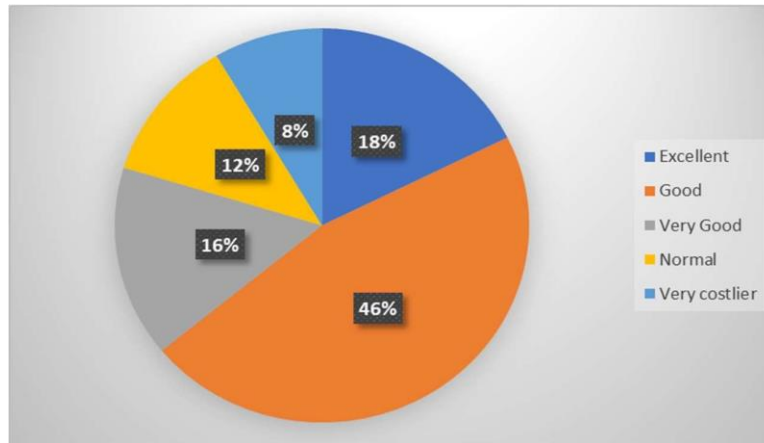
INTERPRETATION: From the above graph we can say that, majority of the respondents were agreed to buy the 500-800 price range of products, second highest majority of the respondents were liked to buy 1201-2000 price range of products, and only few respondents were liked other higher price range of products

How do you feel about the price of merchandise available at Max Store?

Criteria	No. of Respondents	Percentage
Excellent	27	17.65%
Good	71	46.41%
Very Good	24	15.68%
Normal	18	11.77%
Very costlier	13	8.49%
Total	153	100%

Source: primary Data

ANALYSIS: From the above table reference 17.65% of the respondents were satisfied (excellent) with the price of the merchandise at Max store. 46.41% of the respondents founded the price of the merchandise was good, 15.68% of the respondents founded the price of the merchandise to be very good, 11.77% of the respondents founded that the price of the merchandise was Normal. Whereas 8.49% of the respondents found that the price of the merchandise was very costly.



Pie chart showing customers feel about price of merchandise available in Max

INTERPRETATION: From the above graph 46.41% of the respondents found the merchandise prices good, 17.65% of the respondents found the prices excellent, 15.68% of the respondents found the prices very good, 11.77% of the respondents found the prices normal whereas 8.49% of the respondents found the merchandise prices very costly.

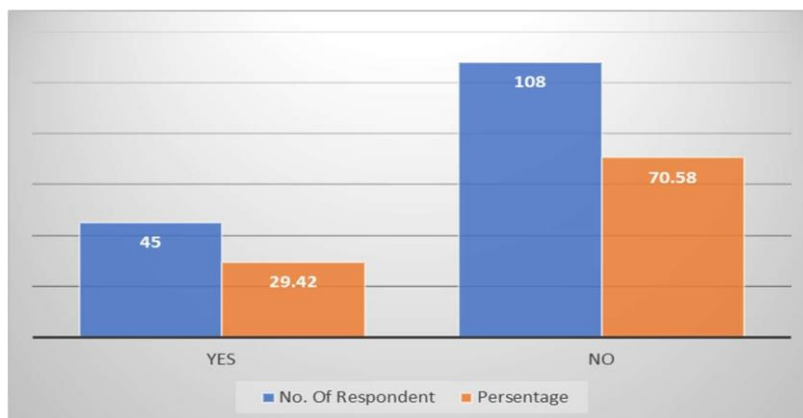
Does Max have better Ambience than other retail outlets?

Criteria	No. Of Respondents	Percentage
Yes	45	29.42%
No	108	70.58%
Total	153	100%

Source: Primary Data

ANALYSIS: From the above given data 29.42% of the respondents think Max have a better ambience than the other outlets whereas 70.58% of the respondents thinks other retail outlets have a better ambience than Max.

Graph showing does a Max have better Ambience than other retail outlets



INTERPRETATION: From the above graph 70.58% of the respondents accept Max have a better ambience than any other retail outlets inside the city whereas 29.42% of the respondents disagree that Max have better ambience than other retail outlets.

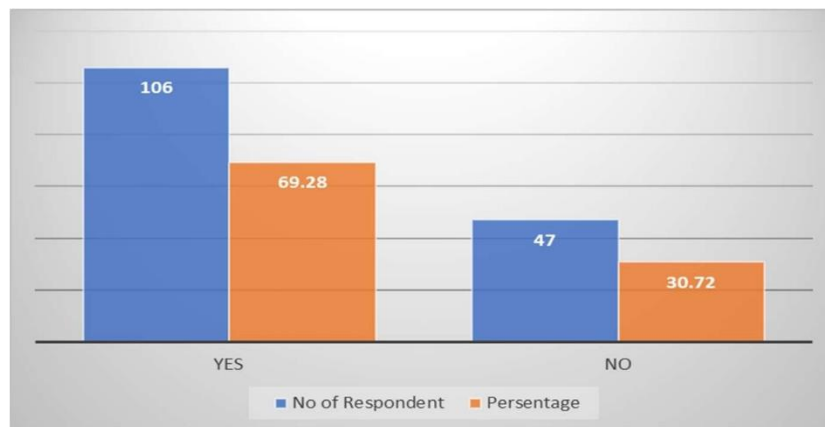
Have you ever got the information from Max about any discount offered on merchandise?

Criteria	No. of Respondents	Percentage
Yes	106	69.28%
No	47	30.71%
Total	153	100%

Source: Primary Data

ANALYSIS: From the above reference data 69.28% of the respondents get the information about of the discount offered on the merchandise whereas 30.71% of the respondents do not get the information about the offers on the merchandises.

Graph showing have customers got the information from Max about any discount



INTERPRETATION: From the above graph 69.28% of the respondents accepted that they receive the information about the discount offered in the merchandises whereas 30.72% of the respondents disagreed that the Max informed about the discount offers.

Do you feel shopping at Max is value for money?

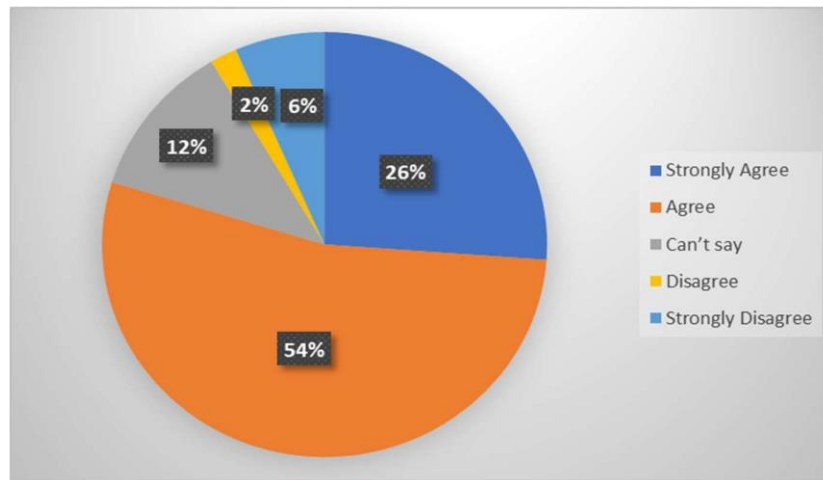
Criteria	No. of Respondents	Percentage
Strongly Agree	40	26.14%
Agree	82	53.59%

Can't say	18	11.76%
Disagree	3	1.96%
Strongly Disagree	10	6.55%
Total	153	100%

Source: primary Data

ANALYSIS: From the reference to the above data 53.59% of the respondents accept that Max is value for money whereas 1.96% of the respondents disagree the fact that Max is value for money.

Pie Chart showing shopping at Max is value for money



INTERPRETATION: From the above graph 53.59% of the respondents agree that Max are value for money, 26.14% of the respondents strongly agree, 11.76% of the respondents are neutral, 1.96% of the respondents disagree that Max are value for money whereas 6.55% of the respondents strongly disagree about it too.

Do you feel shopping at Max is a tiring experience?

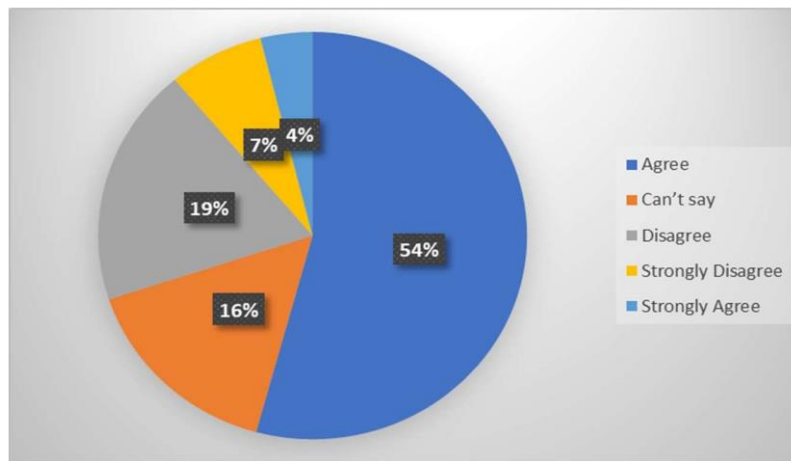
Criteria	No. Of Respondents	Percentage
Agree	83	54.25%
Can't say	24	15.68%
Disagree	29	18.95%
Strongly Disagree	11	7.18%

Strongly Agree	06	3.94%
Total	153	100%

Source: Primary Data

ANALYSIS: From the above data 54.25% of the respondents accept shopping at Max is a very tiring experience whereas 18.95% of the respondents deny that it is tiring to shop at Max.

Graph showing shopping at Max is tiring experience



INTERPRETTION: From the above graph 54.25% of the respondents agree it's very tiring to shop at Max, 18.95% of the respondents disagree the fact its tiring a shopping at Max, 15.68% of the respondents are neutral, 7.18% of the respondents strongly disagree and 3.94% of the respondents strongly agree.

How much satisfied are you with the parking space provided by Max?

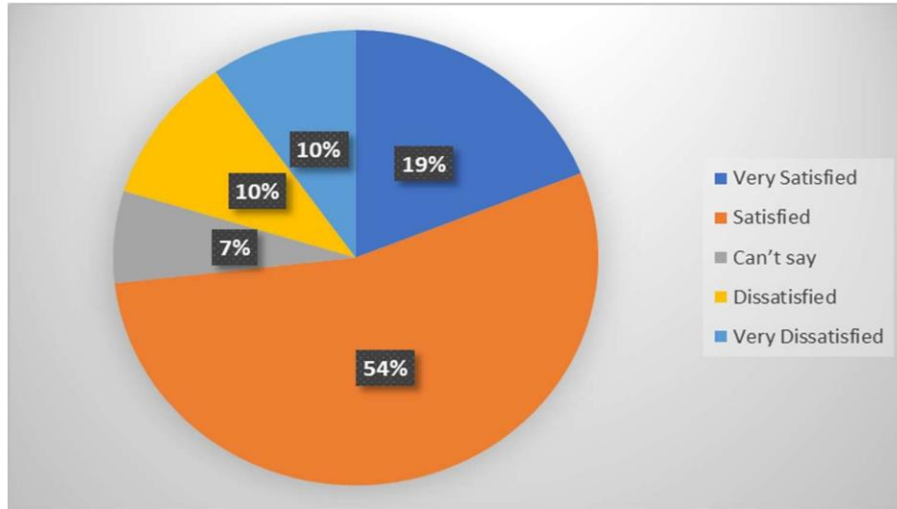
Criteria	No. of Respondents	Percentage
Very Satisfied	29	18.96%
Satisfied	83	54.24%
Can't say	10	6.54%
Dissatisfied	16	10.46%
Very Dissatisfied	15	9.80%

Total	153	100%
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Source: primary Data

ANALYSIS: From the above data 54.24% of the respondents are satisfied with the parking space provided by Max whereas 10.46% of the respondents are dissatisfied with the parking space provided by Max.

Graph showing how much satisfied with the parking space provided by Max



INTERPRETATION: From the above graph 54.24% of the respondents are satisfied with the parking space provided by Max ,18.96% of the respondents are very satisfied with the parking provided ,6.54% of the respondents are neutral,10.46% of the respondents are dissatisfied similarly 9.80% of respondents are very dissatisfied with the parking space provided by Max.

Findings and Analysis

1. Financial Performance:

- **Revenue and Profitability:** Examine the company's revenue trends, profit margins, and net income over the past few years.
- **Financial Statements:** Analyse balance sheets, income statements, and cash flow statements for insights into financial health.

2. Market Position:

- **Market Share:** Determine Max Retail's market share in the retail sector, both nationally and in specific regions like Bhubaneswar.
- **Competitive Analysis:** Compare Max Retail's performance with competitors in terms of market share, growth, and strategies.

3. Operational Efficiency:

- **Supply Chain Management:** Evaluate the efficiency of Max Retail's supply chain, including procurement, logistics, and inventory management.
- **Store Operations:** Assess the performance of individual stores, foot traffic, and sales per square foot.

4. Customer Analysis:

- **Demographics:** Understand the demographics of Max Retail's customer base in Bhubaneswar.
- **Customer Satisfaction:** Review customer feedback, surveys, and reviews to gauge satisfaction levels.

5. E-commerce and Technology Integration:

- **Online Presence:** Analyse the success of Max Retail's online platform, including website functionality and user experience.
- **Technology Adoption:** Assess the integration of technology in stores, such as POS systems, inventory management, and customer engagement tools.

6. Marketing and Branding:

- **Marketing Strategies:** Evaluate the effectiveness of Max Retail's marketing campaigns and promotional activities.
- **Brand Perception:** Analyse how the brand is perceived in the market and among its target audience.

7. Sustainability and Corporate Social Responsibility (CSR):

- **Sustainability Initiatives:** Explore Max Retail's commitment to sustainable and ethical practices.
- **CSR Programs:** Assess any community or social responsibility programs in place.

8. Risks and Challenges:

- Industry Challenges: Identify challenges in the retail industry and how Max Retail is addressing them.
- Market Risks: Evaluate potential risks, such as economic downturns, changing consumer behaviour, or supply chain disruptions.

9. Future Outlook:

- Expansion Plans: Determine any plans for store expansion or market diversification.
- Innovation: Assess how Max Retail plans to stay innovative and adapt to industry changes.

Chapter 6

Suggestions and Conclusion

Suggestions for Max Retail:

1. Enhance E-commerce Presence:
 - Invest in improving the online shopping experience to cater to changing consumer preferences.
 - Implement innovative features like virtual try-ons or personalized recommendations.
2. Customer Engagement and Loyalty:
 - Strengthen customer loyalty programs to retain existing customers.
 - Utilize data analytics to understand customer behaviour and preferences for targeted marketing.
3. Sustainability Initiatives:
 - Emphasize and communicate sustainability efforts to appeal to environmentally conscious consumers.
 - Introduce eco-friendly packaging and highlight sustainable product lines.
4. Technology Integration:
 - Explore the integration of cutting-edge technologies, such as augmented reality for in-store experiences.
 - Implement efficient inventory management systems and POS solutions.
5. Market Expansion Strategies:
 - Evaluate opportunities for strategic market expansion, considering demographics and competition in different regions.
 - Conduct thorough market research before entering new territories.
6. Adaptation to Industry Trends:
 - Stay abreast of industry trends and swiftly adapt strategies to align with changing Consumer behaviours.
 - Leverage emerging technologies for a competitive edge.
7. Employee Training and Satisfaction:
 - Invest in ongoing training programs for staff to ensure product knowledge and excellent customer service.
 - Foster a positive work environment to enhance employee satisfaction.
8. Community Engagement:
 - Strengthen ties with local communities through sponsorships, events, or partnerships.

- Demonstrate commitment to social responsibility to enhance brand image.
9. Personalized Customer Experiences:
- Implement data-driven strategies to offer personalized shopping experiences.
 - Leverage customer data to provide targeted promotions and recommendations.
10. Omnichannel Integration:
- Strengthen the integration between online and offline channels to provide a seamless omnichannel experience.
 - Allow customers to make purchases online and pick up or return items in-store.
11. Innovative Marketing Campaigns:
- Launch creative and engaging marketing campaigns to stand out in the crowded retail landscape.
12. Agile Inventory Management:
- Optimize inventory management to prevent overstock or stock outs.
 - Implement real-time tracking systems to ensure accurate inventory levels.
13. Responsive Customer Service:
- Invest in responsive and multichannel customer service.
 - Use chat bots for quick query resolution and human support for more complex issues.
14. Data Security and Privacy:
- Prioritize data security and customer privacy.
 - Clearly communicate privacy policies to build trust with customers.
15. Dynamic Pricing Strategies:
- Implement dynamic pricing strategies based on demand, competitor pricing, and other market factors.
 - Use pricing analytics to optimize profit margins.
16. In-Store Events and Experiences:
- Organize in-store events or experiences to attract foot traffic.
 - Collaborate with local influencers or organize fashion shows to create buzz.
17. Continuous Market Research:
- Regularly conduct market research to stay informed about industry trends and consumer preferences.

- Use customer feedback and surveys to make informed decisions.
- 18. Employee Empowerment:
 - Empower frontline employees to make decisions that enhance the customer experience.
 - Recognize and reward outstanding employee performance.
- 19. Fast and Flexible Checkout Processes:
 - Streamline checkout processes to minimize waiting times.
 - Offer flexible payment options, including mobile payments.
- Customer Feedback: "I had a bit of trouble navigating your website. Can you improve the user interface?"
 - Response: "We appreciate your feedback and apologize for any inconvenience. We're committed to improving our website, and your insights are invaluable. We'll certainly look into enhancing the user interface for a better experience."
- Product Inquiry from Feedback:
 - Customer Feedback: "I wish you had more variety in [specific product category]."
 - Response: "Thank you for sharing your preference! We're always working to expand our product range. If there's a specific product you're looking for, please let us know, and we'll do our best to accommodate your needs."
- Issue Resolution:
 - Customer Feedback: "I received a damaged item. What can be done?"
 - Response: "We sincerely apologize for the inconvenience. Please contact our customer service team with your order details, and we'll expedite the replacement process. Your satisfaction is our top priority."
- Acknowledging Loyalty:
 - Customer Feedback: "I've been a loyal customer for years, and your service is consistently excellent!"
 - Response: "Thank you for being a valued customer! We're thrilled to have you as part of our community. Your continued support means the world to us."
- Expressing Gratitude for Feedback:
 - Customer Feedback: "I appreciate the prompt response to my query. Great customer service!"
 - Response: "Thank you for taking the time to share your positive experience with our customer service team. We're delighted to have been able to assist you promptly!"

Conclusion

In conclusion, Max Retail has significant opportunities for growth and success by strategically addressing various aspects of its business operations. The retail industry is dynamic and competitive, and to thrive, Max Retail should adopt a comprehensive and customer-centric approach. Here's a detailed conclusion highlighting key areas for focus:

1. Digital Transformation:

- Max Retail should prioritize a robust digital transformation strategy to meet evolving customer expectations.
- Enhance the online shopping experience with user-friendly interfaces, virtual try-ons, and personalized recommendations.

2. Customer Engagement and Loyalty:

- The emphasis should be on building and retaining customer loyalty through personalized experiences.
- Implement loyalty programs, leveraging data analytics to understand and respond to customer preferences.

3. Omni channel Integration:

- A seamless integration of online and offline channels is imperative to cater to the diverse preferences of modern consumers.
- Implement an omnichannel strategy that allows customers to move effortlessly between online and physical stores.

4. Innovation and Technology:

- Max Retail should stay at the forefront of retail technology, adopting innovations such as augmented reality and advanced inventory management systems.
- Regularly assess emerging technologies to enhance the overall shopping experience.

5. Sustainability and Social Responsibility:

- Building on current sustainability initiatives, Max Retail should further emphasize its commitment to eco-friendly practices.
- Engage in more community-based initiatives to enhance the brand's reputation and customer loyalty.

6. Agile Operations and Inventory Management:

- Adopt agile operational practices to respond quickly to market changes.

- Implement efficient inventory management systems to avoid overstocking or stockouts.

7. Marketing Excellence:

- Max Retail should invest in creative and innovative marketing campaigns to differentiate itself in the market.
- Leverage social media platforms for engaging content and interactive campaigns.

8. Employee Empowerment and Training:

- Empower employees to provide excellent customer service by offering continuous training and development opportunities.
- Recognize and reward outstanding employee performance to boost morale and retention.

9. Data Security and Privacy:

- Given the increasing concern for data security, Max Retail should prioritize robust data protection measures.
- Transparently communicate data privacy policies to build and maintain customer trust.

10. Continuous Market Research and Adaptability:

- Regular market research is essential for staying ahead of industry trends and consumer Preferences.

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ANNEXURE

QUESTIONNAIRE TO CUSTOMERS

Dear customers Kindly response me by suggesting your opinion through answering the following questionnaire about the buying your required merchandise from the max s store among your various experience.

1) Gender

A. Male () B. Female ()

2) Which of the following retail outlets you have visited recently?

A. Max s () B. Reliance retail () C. Westside D. Shopper's stop () E. Life style ()

3) How often you visit max in a month?

A.1-3times () B. 3-6times () C. 6-9times () D. More than 9 ()

4) Do you visit Max s because of variety of products available there?

A. Yes () B. No ()

5) Do you visit max s because of convenience of location?

A. Yes () B. No ()

6) How much satisfied are you with the service provided by max s?

A. Very Satisfied () B. Satisfied () C. Can't say () D. Dissatisfied () E. Very Dissatisfied ()

7) How much satisfied you are with the staff of Max s?

A. Very Satisfied () B. Satisfied () C. Can't say () D. Dissatisfied () E. Very Dissatisfied ()

8) How much satisfied you are with the Ambiance of Max s?

A. Very Satisfied () B. Satisfied () C. Can't say () D. Dissatisfied () E. Very Dissatisfied ()