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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

**A Study on factors influencing customer buying
decisions at Max Fashion**

SUBMITTED BY

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Mrs. Arpita Samal** , bearing university registration no. **2306258028** of 2023-25 batch, has completed his summer internship at **Max Fashion**, from **01-06-2024** to **15-07-2024** under the supervision of **Mr. Rankuni Ratan Bahinipati** (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 : **Sushruti Panda**

Designation : Asst. Prof.

(Marketing)

CERTIFICATE FROM CORPORATE GUIDE

DECLARATION

I, **Ms. Arpita Samal** bearing university registration no **2306258028** (2023-25 batch), hereby declare that the project report titled “**A study on factors influencing customer buying decisions at Max Fashion**” is based on my internship at **Max Fashion**, Janpath, during the period **01-06-2024** to **15-07-2024** and is an original work done by me under the supervision of **Mr. Rankuni Ratan Bahinipati** (Corporate Guide) and **Sushruti Panda**(Internal Guide). This report is being submitted to **Biju Patnaik Institute of Information Technology and Management Studies**, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature: Arpita Samal

EXECUTIVE SUMMARY

Achieving customer satisfaction is a paramount challenge for any organisation. Through satisfied clientele, businesses can effectively measure their performance, identify strengths and weaknesses, and strategically position themselves within the industry. Cultivating and maintaining customer trust is a gradual process requiring sustained effort and patience. Organisations monitor customer satisfaction to enhance customer acquisition, loyalty, revenue, profitability, market share, and overall survival. While profit maximisation is a primary objective, exceptional businesses prioritise customer experience and satisfaction as fundamental to long-term success. Customer satisfaction is directly linked to the quality of products or services and the overall customer journey. As such, it is a core component of process improvement initiatives.

To gauge customer satisfaction effectively, organisations can employ customer satisfaction surveys. These surveys provide valuable insights into customer perceptions of products and associated services, enabling management to identify areas for process enhancement and track the impact of improvement efforts. This paper delves into the design of customer satisfaction questionnaires, the analysis of survey results, and the transformation of data into actionable insights.

A structured questionnaire was administered to a sample of 50 respondents in Cuttack to assess customer satisfaction. Simple random sampling was employed for this study. The collected data was subjected to rigorous analysis to derive managerial implications, which were subsequently visualised through diagrams. Additionally, the study included an examination of basic store operations at Max Fashion in Cuttack. The findings underscore the critical role of customer satisfaction in attracting and retaining customers within a specific market area.

TABLE OF CONTENTS

Serial No.	Particulars	Page no.
Chapter-I	Introduction	7 - 9
	Scope	9
	Objectives	9
	Review Of Literature	10
	Methodology	11
	Limitations	12
Chapter-II	Company Profile	12 - 21
	Industry Analysis	22 - 27
Chapter-III	Competitor Analysis	29 - 33
Chapter-IV	Customer Analysis	35 - 38
Chapter-V	Data Analysis	40 - 51
	Findings	52
	Actual Work Done	53
Chapter-VI	Suggestions	55
	Conclusion	55
	Bibliography	56
	Annexure	57 - 58

Chapter-1

INTRODUCTION

Customer satisfaction serves as a critical indicator of a firm's effectiveness in delivering products and services that meet or exceed client expectations. Retaining existing customers while attracting new ones is paramount for business success. High levels of customer satisfaction demonstrably correlate with increased purchase intent and brand loyalty. In the post-pandemic era, customer satisfaction has become an essential prerequisite for business viability. Regardless of industry, from healthcare and hospitality to retail, customer satisfaction is a fundamental element for success. The dramatic shift in consumer buying behaviour within the retail sector during the pandemic has further emphasised the importance of prioritising customer satisfaction for retailers. Several factors influence customer satisfaction, with both price and product popularity playing significant moderating roles in the relationship between satisfaction and overall customer experience. Within the hospitality industry, a core objective is to fulfil customer needs and cultivate loyalty by understanding the variables that contribute to positive brand perception and a dedicated customer base. Over the past decade, practitioners have increasingly focused on fostering and maintaining long-term customer relationships, with brand loyalty serving as a key driver of business growth in a competitive marketplace. Customer service, encompassing the provision of services before, during, and after a purchase, plays a vital role in achieving this goal. As Turban aptly states, "Customer service is a series of activities designed to enhance the level of customer satisfaction – **that is, the feeling that a product or service has met the customer expectation**". The field of my research is Customer Satisfaction which focuses on customer's perceptions. Many firms are interested in understanding what their customers thought about their shopping or purchase experience, because finding new customers is generally more costly and difficult than servicing existing or repeat customers. Such researches provide a wider scope to the firms in the terms of high customer satisfaction.

Customer Satisfaction Attributes

- **QUALITY:**

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

- **DIFFERENTIATION:**

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

- **FACE VALUE:**

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

- **AMBIENCE:**

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

Customer Segmentation of Max Fashion

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

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

Customer-Centric Attitude

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

Communication

Communication with customers is also important. It's a good idea to always provide customers with ways they can contact you and offer ways to contact them (if they choose).

Offering e-mail, telephone line, web contact or other ways for customers to offer comments and or complaints is of value.

Quality Control

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

Ask for Feedback

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

SCOPE OF THE STUDY

This project study is helpful in following aspects

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

OBJECTIVE OF THE STUDY

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

1. To study the satisfaction level of customers with regard to Max Fashion.
2. To find out the buying behaviour of the customers coming in to Max Fashion.

Review Of Literature

1. Subhashini Kaul (2005) - This literature review explores the trends in retail practices and their impact on traditional retailing in India. While the focus isn't solely on customer satisfaction, it touches upon studies by Kaul (2005) that link consumer satisfaction with aspects like product availability and efficient service in retail outlets.

2. S. Baruah and H. Baruah.(2017) -This research examines customer satisfaction and buying preferences in retail stores within Guwahati, India. It highlights the growing importance of organised retail and analyses how factors like product variety and store ambience influence customer choice and satisfaction.

3. Arora, Monika. and Chopra, B Akanksha. (2016)- in their research paper discussed With the advent of time and technology, Internet has groomed as a new electronic retail channel for various transactions. Customers are more being attracted towards online shopping in comparison to traditional physical shopping.

4. Dr. V. Srinivasan and Dr. R. Lakshmi (2013) -The authors examine the relationship between shopping experience and customer satisfaction in the context of Indian retail malls in “Customer Satisfaction and Shopping Experience in Indian Retail Malls”.

5. Dr. P. Rao and Dr. A. Kumar (2018) -This review focuses on how digitalisation and the adoption of new technologies are improving customer satisfaction in the Indian retail sector in "The Role of Digitalisation in Enhancing Customer Satisfaction in Indian Retail”.

RESEARCH METHODOLOGY

Title of the project:

A Study on Customer Satisfaction and buying behaviour of the customers at Max Fashion, Janpath, Bhubaneswar.

Methodology adopted for study

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

Sources of Data

Primary Source - Customer data was gathered through a self-administered survey instrument. Questionnaires were developed and distributed to patrons of a Max Fashion retail location. The survey comprised ten items designed to assess various aspects of the customer experience. Respondents indicated their level of agreement with each statement using a five-point Likert scale ranging from strongly disagree to strongly agree. The completed surveys were then analysed to extract meaningful insights and identify key findings.

Secondary Source - To gain a comprehensive understanding of Max Fashion's customer service practices, additional data was collected from two sources. First, a thorough examination of the company's official website was conducted. Second, relevant articles were retrieved from reputable search engines like Google.

LIMITATIONS OF THE STUDY

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

Chapter-2

COMPANY PROFILE

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

Landmark Group :



Established in 1973, Landmark Group, a multinational conglomerate headquartered in Dubai, UAE under the leadership of Founder & Chairman Micky Jagtiani, has flourished into a retail and hospitality powerhouse across the Middle East and India. The Group's core business is retail, encompassing a diverse range of products including apparel, footwear, consumer electronics, cosmetics, home improvement items, and baby products. Landmark Group operates both in-house brands like Centre point, Baby shop, Splash, and Max, alongside holding franchise rights for prominent international brands within their regions of operation. Beyond retail, the Group has diversified into hospitality and healthcare sectors, offering experiences through Fun City entertainment centres, Citymax Hotels, Fitness First gyms, and Balance Wellbeing 360 facilities. Furthermore, their Food mark division manages both their own and franchised food outlets. With a workforce exceeding 55,000 employees and over 1200 stores spanning 18 million square feet, Landmark Group caters to a broad customer base across the GCC, India, Egypt, Turkey, and several other countries.

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

Retail

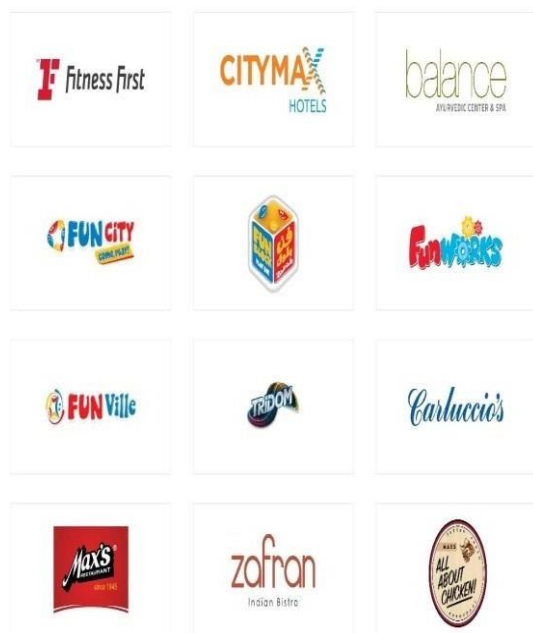
A value-driven diverse range of brands for the entire family.

Our Brands



Hospitality

A division of leisure, food, wellness and hotels.



Max Fashion :



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

Max Fashion in India :

In 2006, Max Fashion established its presence in India with its inaugural store located in Indore. The brand caters to the entire family, offering a comprehensive selection of apparel, footwear, and accessories for women, men, children, and even infants. Max Fashion caters to the evolving tastes of young customers by providing a trendy selection of both western and ethnic wear. This diverse product portfolio makes Max Fashion a compelling shopping destination for individuals of all ages.

Max Fashion strategically expands its reach to Tier II cities through initiatives such as "Max Fashion Icon" and "Max Little Icon." The former program targets the aspirations of the city's fashion-forward youth, while the latter caters to family-oriented markets.

Committed to providing customers with the latest international fashion trends, Max Fashion offers a curated selection of globally-sourced designs at competitive prices within a world-class shopping environment. The brand primarily retails its own label merchandise, featuring in-house designs and seasonal colour palettes. Each season unveils a fresh collection of international designs, meticulously adapted to resonate with the Indian market. Max Fashion demonstrates a keen understanding of evolving customer preferences by consistently introducing new designs, silhouettes, and fabrics throughout the year. With a robust network exceeding 400 stores across 176 Indian cities, Max Fashion boasts a product portfolio exceeding 40 million items, encompassing apparel, footwear, and accessories for the entire family.

Vision :

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

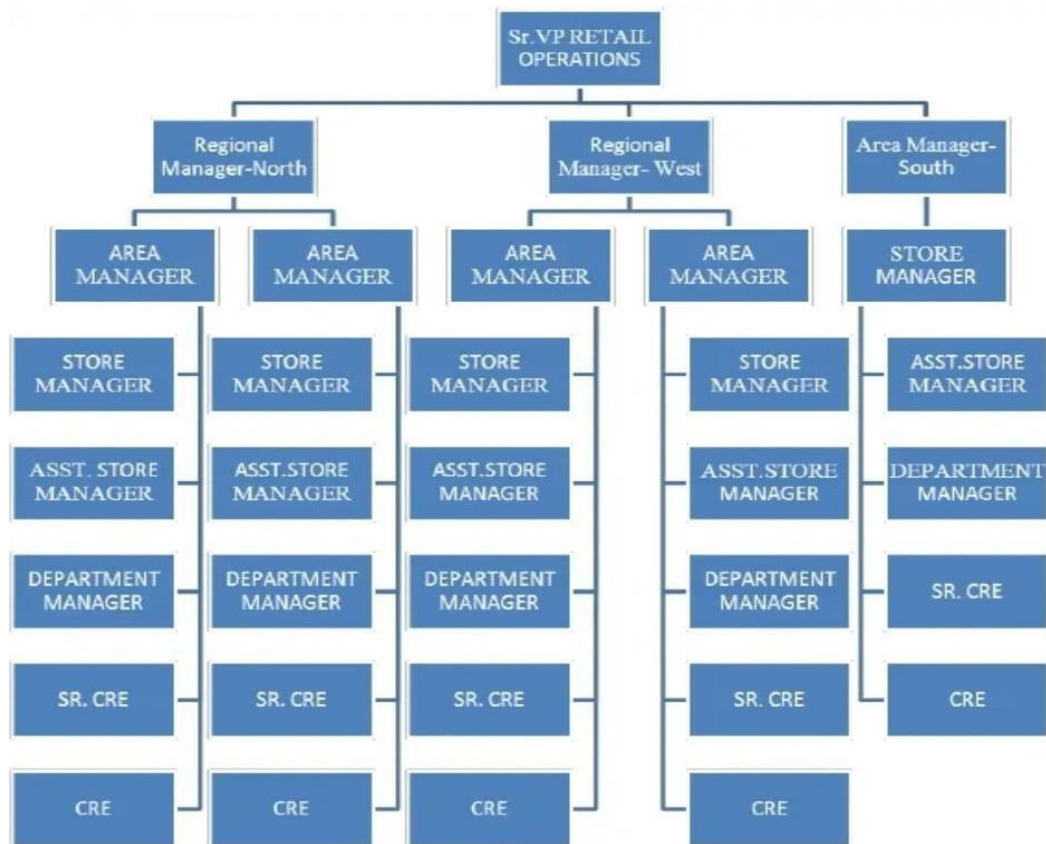
Mission :

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

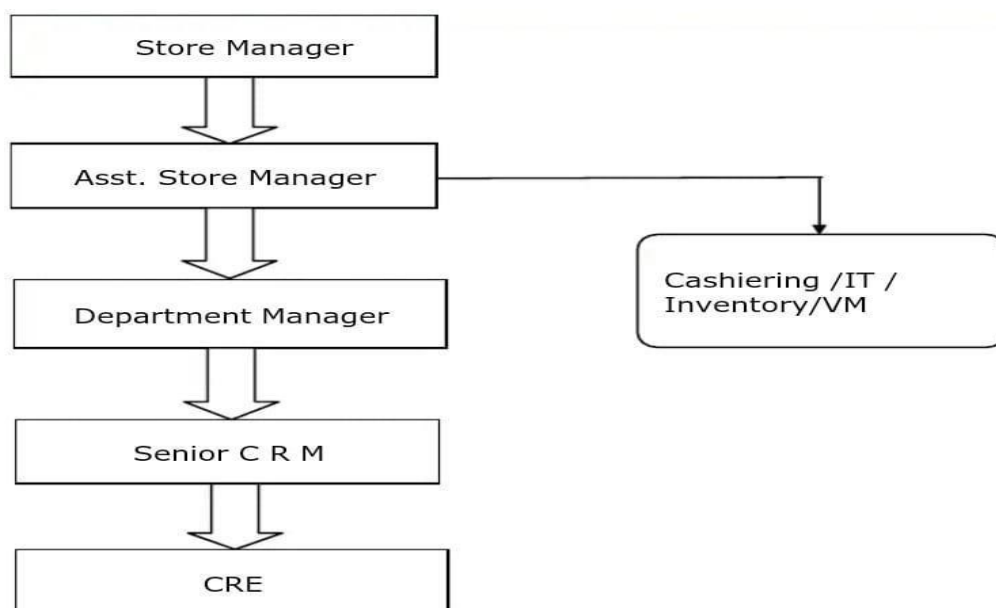
Core Values :

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

Company Structure :



Organisation Store Structure:



Product Profile :

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

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

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

In Western Wear department items available are:

Sporty, Young, Night wear, Denim zone.

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

In Kids Wear Department items available are :

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

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

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

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

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

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

Mens Wear Department :

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

Casual non denim (zone) t-shirts/shirts/trousers/cargos, Denim (zone) denim jeans/

t-shirts/shirts, jackets , Inner wear briefs and vests, Active wear/sports wear shorts/jackets.

Foot Wear Department :

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

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

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

Kids Infants, Girls & Boys Shoes and Sandals

Accessories :

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

Concessionaires :

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

Branding & Positioning Strategy :

Max Fashion, a Dubai-based international clothing retailer, established a new benchmark with the inauguration of its largest store in Kochi, Kerala. Encompassing over 25,000 square feet, this flagship location marks a significant stride in solidifying Max's presence across more than 200 Indian cities. Furthermore, the launch signifies a strategic expansion into the Kerala market. To strengthen its southern Indian foothold, Max has implemented a notable brand shift by introducing a specially curated collection catering to the youth demographic. The company's ambitious plans include opening an additional 100 stores across both established and developing cities within the coming year. This expansion underscores Max's commitment to sustained growth.

Leveraging its new brand positioning – "Max Style Min Price" – the expansive Kochi store offers a unique and affordable retail experience. The children's clothing collection boasts introductory prices starting at INR 129, while trendy styles for fashion-conscious young adults begin at INR 199. Featuring a diverse array of fashion trends, the store pulsates with an atmosphere of glamour and style. This product range, specifically designed for the young and contemporary customer base, complements the festive collection and adds a touch of vibrancy. The "Comic Culture Tees" line caters to the current anime craze, offering a variety of graphics and designs inspired by popular anime movies, thematic elements, and over-the-top (OTT) series. The inclusion of established franchises like Naruto and Dragon Ball Z further reinforces the store's commitment to capitalising on the burgeoning anime fan base.

INDUSTRIAL ANALYSIS

Introduction

The retail sector, a cornerstone of the global economy, is undergoing a dynamic transformation in India. Historically characterised by a vibrant network of traditional stores, the industry has recently witnessed a surge in activity and diversification. This shift is not unique to India, but rather a global phenomenon reshaping the way consumers purchase goods and services.

India's retail sector has embraced foreign participation, fostering a competitive landscape where major international players strive to offer high-quality products at attractive price points to the increasingly affluent Indian consumer. This growth is fuelled by a burgeoning middle class with rising disposable income, making India a highly promising market for retailers. While the industry is currently dominated by a vast network of small, independent stores, the organised retail segment is poised for significant expansion. This segment boasts immense potential, attracting foreign retail giants like Walmart and IKEA, who have recently secured government approval to enter the Indian market.

The purchasing power of India's urban consumers is on the rise, leading to a growing demand for branded merchandise across diverse categories such as apparel, cosmetics, footwear, electronics, food and beverages, and even jewellery. These products are increasingly viewed as lifestyle essentials by urban consumers. To capitalise on this growth and achieve sustainable success, Indian retailers must prioritise brand building. The emphasis should shift from simply selling established brands to cultivating a distinct brand identity for the retail business itself. By strategically building their own stores as brands, retailers can solidify their market positioning, communicate quality, and deliver value to their customers.

The Indian retail scene is undoubtedly flourishing, attracting prominent corporate houses such as Tata, Raheja, Piramal, and Goenka. These conglomerates have diversified their portfolios by venturing into various retail formats, including beauty and health stores, supermarkets, self-service music stores, modern bookstores, and everyday-low-price stores. This diversification underscores the dynamism and growth potential of the Indian retail sector.

Market Size

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

Government Initiative :

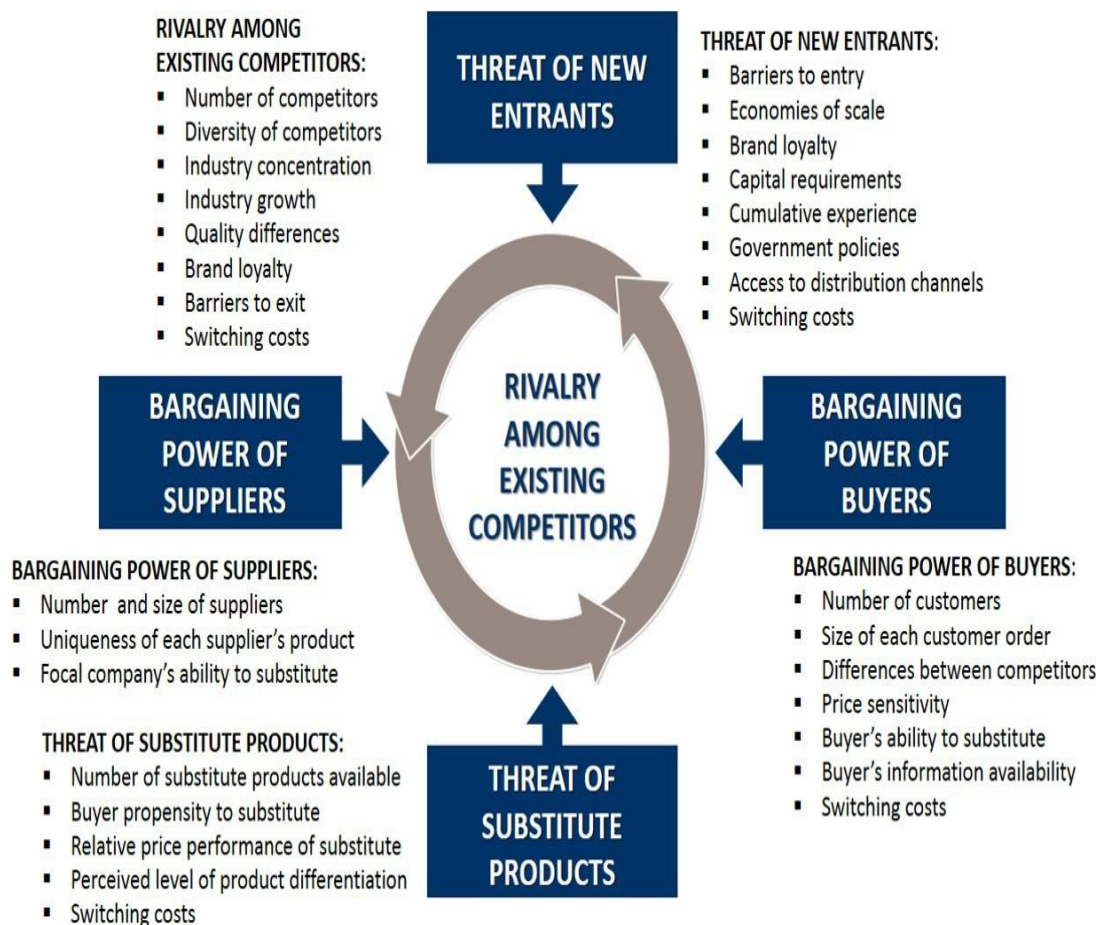
The Cabinet Committee on Economic Affairs (CCEA) recently granted approval to IKEA, the renowned Swedish furniture retailer, for its application to establish a single-brand retail venture in India. This move marks a significant development in the Indian retail sector, with IKEA's proposed Foreign Direct Investment (FDI) of Rs. 10,500 crore (US\$ 1.76 billion) representing the largest single investment by a foreign brand in the Indian retail landscape.

Furthermore, the government is considering further streamlining investment regulations for multi-brand retail to address potential concerns and attract foreign retailers hesitant about specific clauses. Commerce and Industry Minister, Mr. Anand Sharma, has reaffirmed the government's commitment to fast-tracking any FDI proposals in the multi-brand retail sector.

Nature of competition :

The retail industry is characterised by intense competition, with minimal barriers to entry. This compels companies to engage in a multifaceted struggle for market share. They compete with a vast array of local, regional, and national retailers across various aspects of their business, including customer acquisition, employee recruitment, store location selection, product sourcing, service offerings, and other critical areas. Furthermore, the proliferation of e-commerce has significantly heightened competitive pressures.

Porter's Five Force Model Analysis :



1. THREATS OF NEWS ENTRANT

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

2. BARGAINING POWER OF SUPPLIERS

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

3. POWER OF BUYERS

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

4. THREATS OF SUBSTITUTES

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

PESTEL ANALYSIS :

A PEST (Political, Economic, Social, and Technological) analysis serves as a cornerstone of environmental scanning within strategic management. Employed during market research and strategic analysis, it equips companies with a comprehensive understanding of macro-environmental factors that influence market growth or decline. This analytical tool allows businesses to proactively consider the impact of political regulations, economic conditions, social trends, and technological advancements on their target markets.

• Political (Legal) Aspects:

For an industry to achieve sustained success, a strong reputation, and the trust of its customers, it must prioritise the legal and political landscape within its strategic framework. The political and legal sectors encompass the crucial aspect of adhering to established government policies and regulations. By doing so, businesses establish themselves as legitimate and authorised entities operating within the bounds of the law. This demonstrates a commitment to respecting the regulatory framework and fosters trust with both the government and the public. Therefore, industries that meticulously consider the legal and political environment position themselves for long-term viability and responsible growth.

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

• Economic Aspects:

Within the apparel industry, achieving economic stability serves as the foundational pillar upon which all other objectives and goals are built. Economic factors represent the core context in which the industry functions. These factors encompass the competitive landscape, characterised by the configuration of rival companies. Additionally, they include the level of active demand for apparel products, the overall economic health of the nation or region, the interdependencies with other industries, and the prevailing conditions within resource markets. By closely monitoring and strategically responding to these economic factors, apparel companies can ensure their long-term viability and success.

- Economic stability
- Economic growth
- Interest rates
- Inflation rates
- Exchange rates

• **Socio-cultural Aspects:**

In the global business landscape, understanding societal and cultural nuances is paramount for achieving success. Companies must prioritise operating in compliance with established social systems to cultivate a positive reputation and a strong public image. This fosters trust and social acceptance within the markets they serve. Equally important is an appreciation for cultural diversities. By recognising the varied needs and preferences of individuals from distinct cultural backgrounds, businesses can effectively tailor their products, services, and marketing strategies to resonate with a broader global audience.

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

• **Technological Aspects:**

The pursuit of business success through a trifecta of enhanced efficiency, effectiveness, and competitiveness, coupled with the strategic integration of modern technological advancements, has fostered a heightened awareness among both technology and business leaders. This recognition underscores the necessity for a more strategically oriented approach to planning and managing operations across all industries. Consequently, industries must prioritise incorporating technological considerations into their overall strategies.

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

Chapter – 3

COMPETITOR ANALYSIS

In the realm of business strategy, competitor analysis stands as a cornerstone discipline. This process entails a meticulous assessment of rival companies within the same industry. Through a comprehensive evaluation of their strengths and weaknesses, opportunities and threats are meticulously identified. This information serves as the bedrock for formulating effective strategies that secure a competitive advantage. By gaining a profound understanding of the competitive landscape, businesses are empowered to make informed decisions regarding product offerings, pricing structures, marketing initiatives, and overall market positioning. This crucial process is instrumental for businesses seeking to flourish in a marketplace teeming with competition. By meticulously dissecting the competitive landscape, comprising the identification of competitors, their competencies, and shortcomings, businesses can craft informed strategic decisions that propel growth and ensure success.

Competitor analysis typically involves the following steps:

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

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

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

The Major Competitors of Max Fashion :

- ❖ Zudio
- ❖ Pantaloons
- ❖ Reliance Trends

Zudio :



Zudio is a fast-growing fashion retail brand in India, known for offering trendy and affordable apparel and accessories. It is a part of the Tata Group's Trent Limited, which also operates the well-known Westside retail chain. Zudio was established to cater to the value-fashion segment, targeting young, fashion-conscious consumers who seek stylish clothing at reasonable prices.

Founded by Noel Tata, who serves as the Chairman of Trent Limited, Zudio has rapidly expanded its presence across India. As of mid-2023, Zudio operates over 300 stores nationwide, strategically located in both metropolitan cities and smaller towns to maximise reach and accessibility.

The success of Zudio can be attributed to its ability to balance quality and affordability, making fashion accessible to a wider demographic. Its rapid expansion and growing popularity reflect its strong market positioning and effective business strategy.

Pantaloons :



Established in 1997 with its inaugural store in Kolkata's Gariahat district, Pantaloons Fashion & Retail Limited has become a prominent player in India's premium clothing retail landscape. As of November 2022, the company boasts an extensive network of 394 retail stores spread across 195 cities and towns throughout the nation. Maharashtra holds the distinction of housing the most Pantaloons locations, with 51 stores accounting for roughly 13% of the national total. Following a previous period under the control of the Future Group, ownership of Pantaloons has transitioned to Aditya Birla Nuvo Limited (ABNL). Recognised for its trustworthiness among Indian consumers, Pantaloons consistently ranks among the top 100 brands according to the Brand Trust Report, a study conducted by Trust Research Advisory. The company's unwavering commitment to expansion is evident in its expansive retail footprint, encompassing a remarkable 1.7 million square feet of space, positioning it as one of the largest retailers in India..

Reliance Trends :



Established in 2008, Reliance Trends, a subsidiary of Reliance Retail, is India's largest fashion retail chain. It offers a diverse selection of stylish, high-quality products across womenswear, menswear, kids wear, and fashion accessories. Reliance Trends curates a unique portfolio encompassing both its own established brands and a selection of approximately 100 national and international brands across key Indian markets. This strategic combination allows them to deliver on their core mission of providing customers with good quality fashion at attractive prices.

Comparisons of the competitors :

Company Name	Max Fashion	Zudio	Pantaloons	Reliance Trends
Founded	May, 2004	September , 2016	May, 1997	July, 2006
Owners	Landmark Groups	Tata Group company , Trent Ltd	Aditya Birla Group	Reliance Retail

Products	apparel, footwear and accessories for the entire family	apparels, fragrances, accessories, cosmetics, footwear,	Apparels and accessories for entire family	Apparels, footwear, accessories and home decor
Material used	Polyster, Polyviscose, Cotton, lycra	Polyester, polyviscose, gorget.	Polyester, polyviscose, gorget.	Polyester, polyviscose, gorget
Net Income	Rs. 1,057 crore March, 2024	Rs. 1,477 crore March, 2024	Rs. 1029 crore March, 2024	Rs. 2,436 Crore March, 2024
Position in	Value pricing retailer	Affordable pricing fashion retailer	Family Store	Iconic youth fashion brands
Brands available	Max-private label, PeterEngland, Integriti, Turtle	Own brand	BareDenim, Umm,Agile, Honey,Akkriti, AnnaBelle, Allen Solly, Spykar etc	Rio, Fig, Avaasa, Fusion, Frenzd, Graviti
No. of Outlets in India	400+ outlets	500+ outlets	344+ outlets	777+ outlets
Presence in no. of cities	176 cities	563 cities	170+ cities	1100+ citites

Chapter – 4

CUSTOMER ANALYSIS

Max Fashion, akin to many contemporary retail establishments, cultivates a diverse clientele. While the brand curates its image with a youthful appeal, it demonstrably caters to a wider demographic. This is exemplified by their focus on teenagers and college students within the 18-24 year age group. Data indicates a near-even gender distribution amongst Max Fashion's audience, with a slight skew towards females (50.02%). However, their core target market in India leans towards established demographics, specifically contemporary middle-class families and young working couples aged 25 to 35. This strategic approach allows Max Fashion to simultaneously cater to trend-conscious youth and fulfil the clothing needs of families and young professionals.

1. Current Customers:

In seeking to cultivate long-term customer relationships, Max Fashion prioritises retention strategies geared towards its existing loyal customer base. This focus on established patrons who have demonstrated past purchasing behaviour ensures continued satisfaction through the introduction of novel product offerings that cater to their evolving needs.

2. Potential Customers:

Max Fashion seeks to cultivate a customer base that extends beyond its current patrons. These potential customers represent a significant opportunity for growth and can be strategically targeted through marketing and advertising initiatives. By effectively communicating the brand's value proposition, Max Fashion can convert these individuals into loyal customers.

3. Competitor's Customers:

Customers who frequent the stores of Max Fashion's competitors represent a potential target market for the company. Max Fashion could employ various strategies to attract this customer segment, such as offering competitively priced merchandise, curating a broader product assortment, or enhancing the overall in-store shopping experience.

4. Non-Customers of the Product Category:

Customer shopping behaviour at Max Fashion may exhibit a propensity towards specific product categories, with some individuals focusing solely on apparel and neglecting footwear or accessories.

5. Occasional Shoppers:

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

6. Online Shoppers:

In response to the burgeoning e-commerce landscape, Max Fashion has strategically shifted its focus towards customers who favour online retail experiences..

7. In-Store Shoppers:

Recognising the continued preference for a physical shopping experience, Max Fashion complements its robust online presence with a network of brick-and-mortar stores.

Customer segmentation :

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

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

1. Passive Customers: Customers exhibiting passive shopping behaviour display a diminished level of engagement with the retail environment. Unlike their active counterparts, they may not actively seek out specific products or promotional offers. However, they are still susceptible to making purchases when presented with items that resonate with their needs or preferences

2. Cognitive Customers: Customers exhibiting high cognitive processing engage in a more deliberate approach to purchasing decisions. This manifests in a propensity to conduct thorough product research prior to commitment. Factors influencing their selection process include demonstrably high product quality, a well-established brand reputation, and positive customer reviews.

3. Economic Customers: Customer segments driven by price sensitivity prioritise obtaining the greatest value for their expenditure. These individuals actively seek advantageous deals and discounts, demonstrating a high level of price consciousness. Brand loyalty is less prominent within this segment, as they exhibit a propensity to switch between brands and retailers in pursuit of cost savings.

4. Impulsive Customers: Customers characterised by impulsive buying behaviour are prone to rapid, unplanned acquisitions driven by emotional responses or instantaneous wants. These individuals are demonstrably influenced by visually stimulating merchandising strategies, strategically placed product displays, and promotional offers with restricted availability

Within the retail landscape, the temporal nature of customer needs and the cyclical influence of seasons exert a substantial influence on businesses like Max Fashion. Discerning these time-based considerations is paramount for achieving optimal inventory management, crafting effective marketing strategies, and meticulously planning sales initiatives. Here's a breakdown of how timing can impact Max Fashion :

Seasonal Factors:

In the dynamic world of apparel retail, fashion brands like Max Fashion operate within a framework of seasonal trends. To optimise inventory management and marketing efforts, new collections are strategically introduced to coincide with distinct seasonal shifts, such as spring/summer and fall/winter. This cyclical approach acknowledges the well-established influence of seasonality on consumer demand.

Festivals and Special Occasions:

During certain festivals and holidays, a marked increase in shopping activity is observed. For instance, during prominent celebrations like Diwali, Christmas, and New Year's Eve, there is a surge in demand for new apparel. Recognising this consumer behaviour, retailers such as Max Fashion strategically implement promotional campaigns, discount offers, and curate special occasion collections to capitalise on this heightened purchasing intent.

Sales and Promotions:

In the realm of retail, Max Fashion, along with many of its counterparts, strategically implements promotional periods throughout the calendar year. These sales and promotions may coincide with widely recognised events like Black Friday and Cyber Monday, or occur during established clearance seasons to liquidate out-of-season inventory. Given this cyclical nature, discerning customers often strategically time their purchases to coincide with these advantageous periods, maximising the value they receive.

Trend and Fashion Cycles:

The fashion industry is characterised by a cyclical nature, wherein trends emerge, achieve peak popularity, and eventually wane. Retailers such as Max Fashion must maintain a vigilant awareness of these cycles to ensure the continued relevance of their offerings.

Inventory Management:

The successful operation of a retail establishment hinges upon the implementation of timely inventory management practices. This meticulous approach ensures the fulfilment of customer demand while mitigating the risks associated with both overstocked and understocked scenarios.

E-commerce and Online Shopping:

In acknowledgment of these evolving consumer behaviours, retailers must cultivate a robust online presence. This necessitates a constantly accessible e-commerce platform, operational 24/7 to cater to the dynamic shopping habits of today's customer. By establishing such a platform, retailers can ensure that their products and services are available for consideration at any time, fostering a seamless customer experience and bolstering their competitive edge.

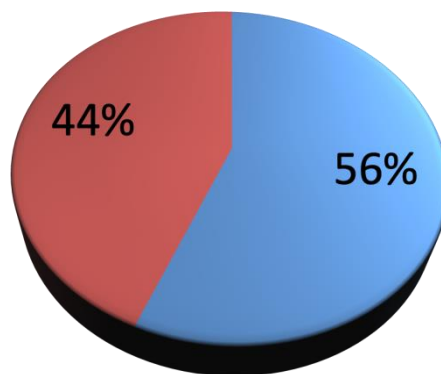
Chapter - 5

DATA ANALYSIS

1. Gender :

Particulars	Frequency	Valid Percent
Male	28	56
Female	22	44
Total	50	100.0

● male ● female



Analysis:

A comparative analysis of the table and pie chart reveals a discrepancy between the overall male predominance in Max Fashion store entries and the near-equal gender distribution within the sampled 50 respondents.

Interpretation:

Analysis of a 50-respondent sample reveals a near-equal distribution of male and female customers. While a slight male preponderance exists, the data suggests that Max Fashion should adopt a gender-neutral approach, as both genders constitute a substantial portion of the store's clientele.

2. Age group :

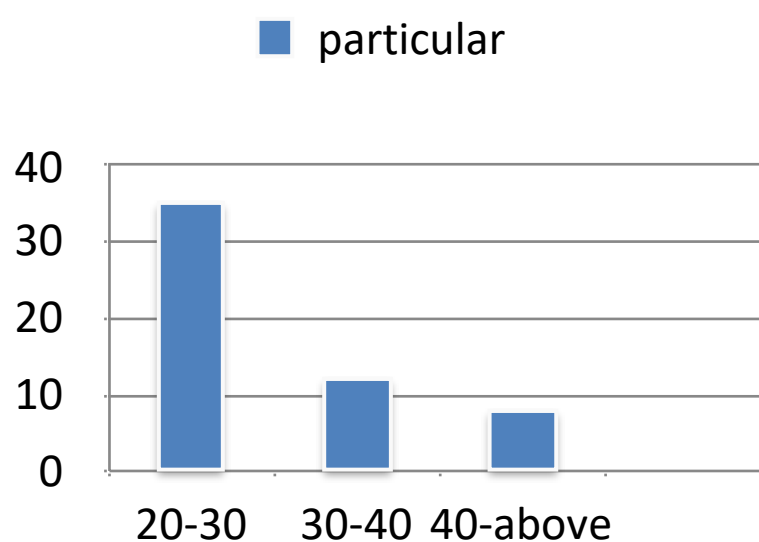
Particular	Frequency	Valid Percent
20 - 30	34	68.0
30 – 40	10	20.0
40 - above	06	12.0
Total	50	100

Analysis:

An analysis of the provided figure and table indicates that the predominant demographic entering the Max Fashion store is the 20-30 age bracket.

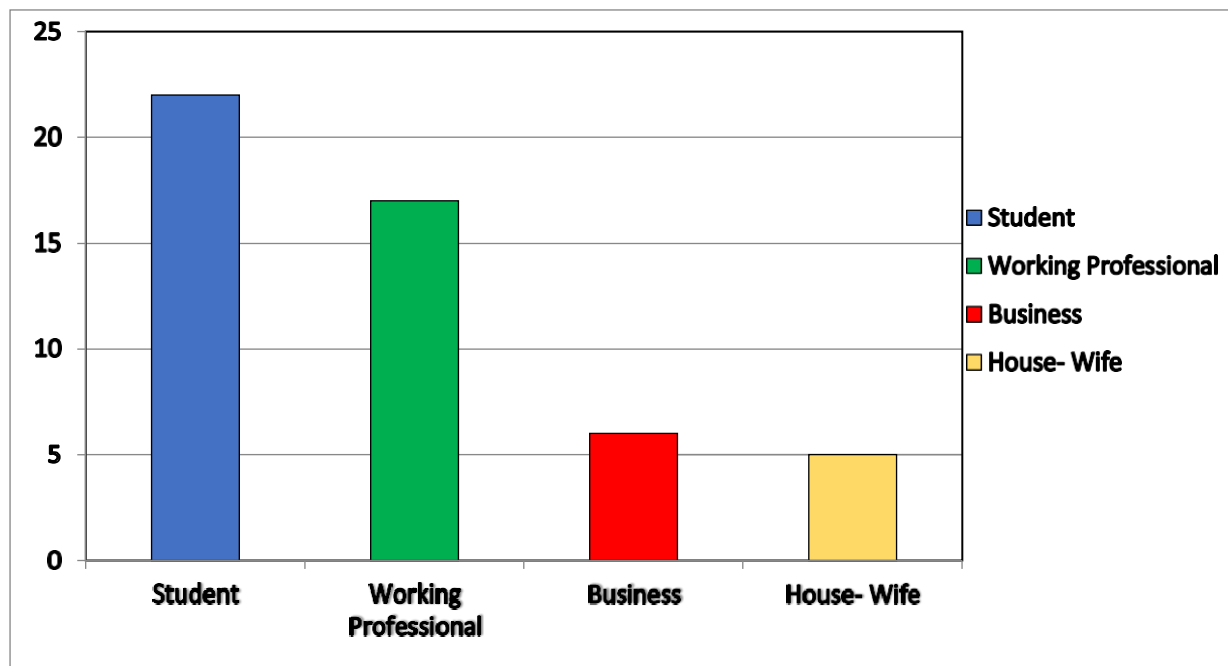
Interpretation:

Given that the predominant store visitor demographic is the 20-30 age group, Max Fashion should prioritise strategies to attract and engage this. All promotional efforts must be meticulously designed to resonate with this target audience, incentivising them to visit Max Fashion stores.



3. Occupation:

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



Analysis :

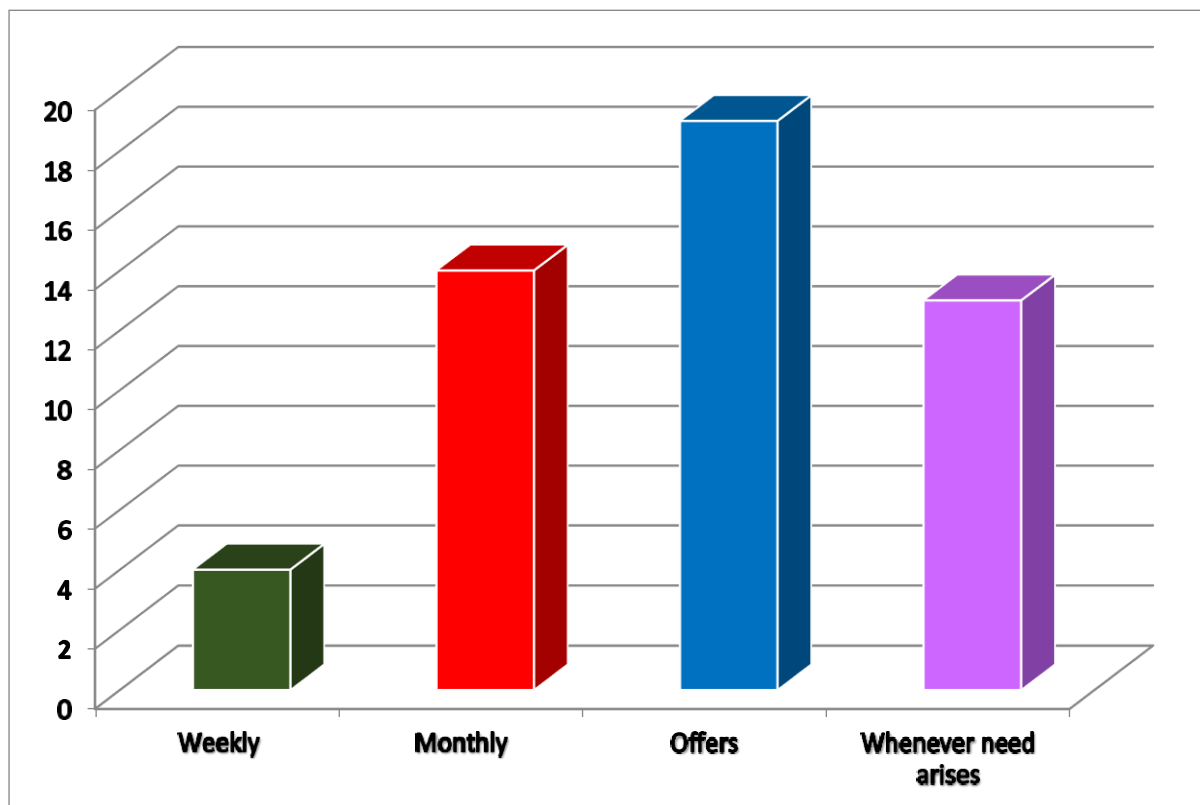
The bar graph unequivocally indicates that students constituted the largest demographic visiting the store, followed by working professionals. Business people and housewives represented the subsequent groups in terms of store traffic, as evidenced by the data presented.

Interpretation :

Max Fashion has successfully reached its target customer base and should now focus its efforts on implementing diverse promotional strategies to engage and attract customers from other socioeconomic segments.

4. How frequently do you visit Max Fashion store.

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



Analysis:

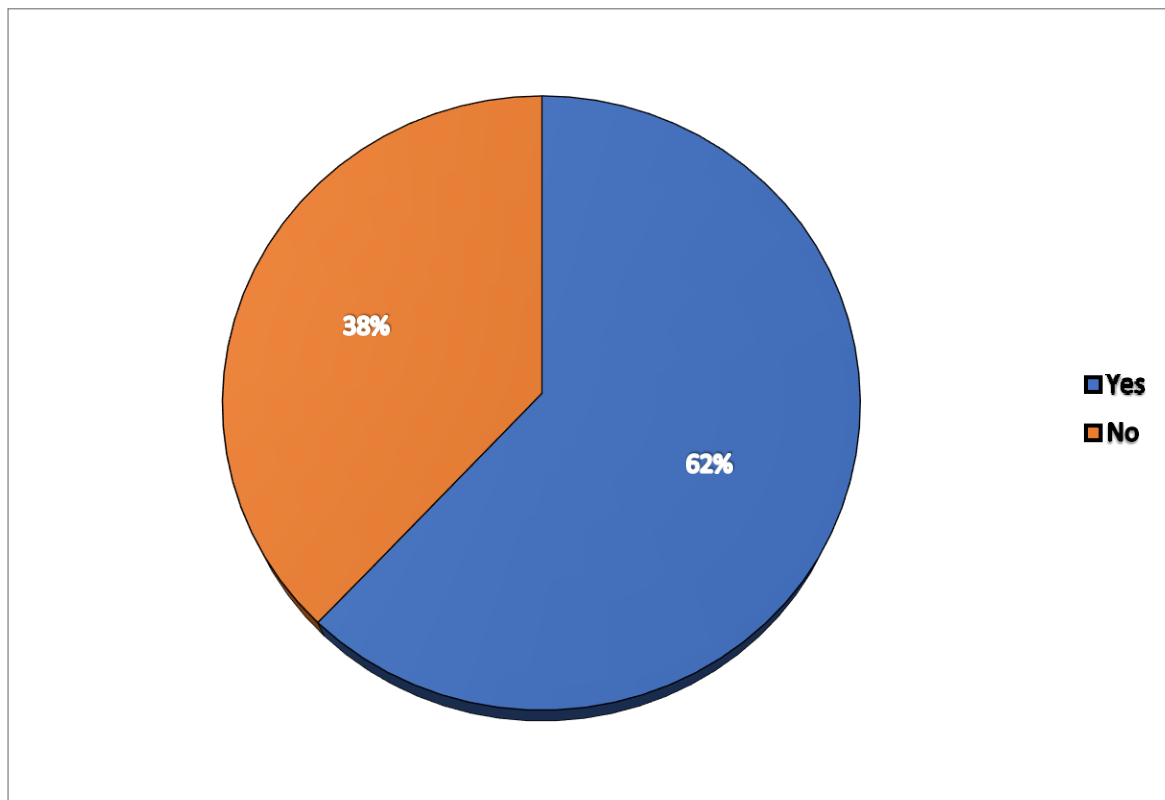
The data reveals that customer visitation patterns to Max Fashion stores are primarily influenced by promotional activities, with 38% of respondents visiting during special offers. Monthly visits constitute 28% of customer traffic, while 26% shop as needed. Regular weekly visits account for a smaller proportion, at just 8% of the customer base.

Interpretation:

Max Fashion's customer base comprises two primary segments: those drawn by promotional offers and those who shop regularly or as needed.

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

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



Analysis :

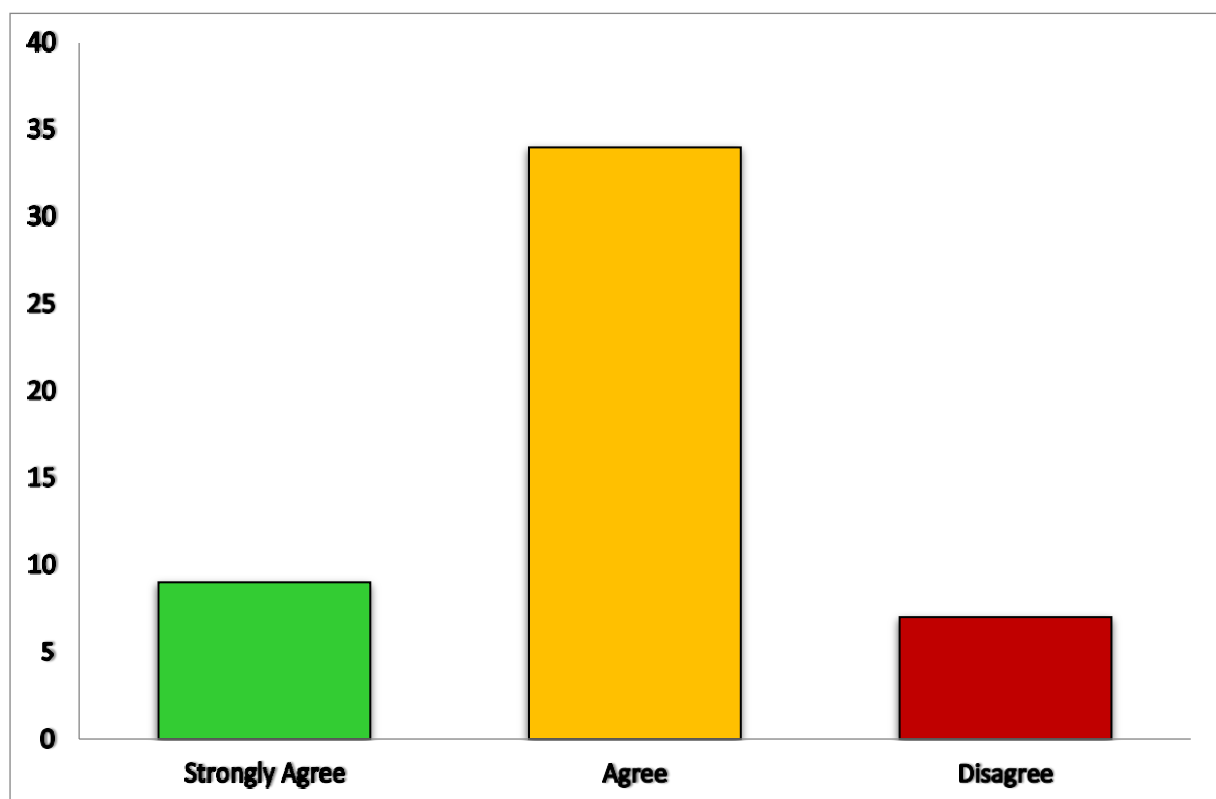
The data reveals that a majority of respondents, constituting 62%, expressed satisfaction with the store's location within the city. Conversely, the remaining 38% indicated dissatisfaction with the store's placement.

Interpretation :

The majority of respondents indicated that Max Fashion stores were strategically positioned within the city. Consequently, Max Fashion could focus its efforts on increasing store traffic given its favourable locations.

7. Staff was available in a timely manner.

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



Analysis:

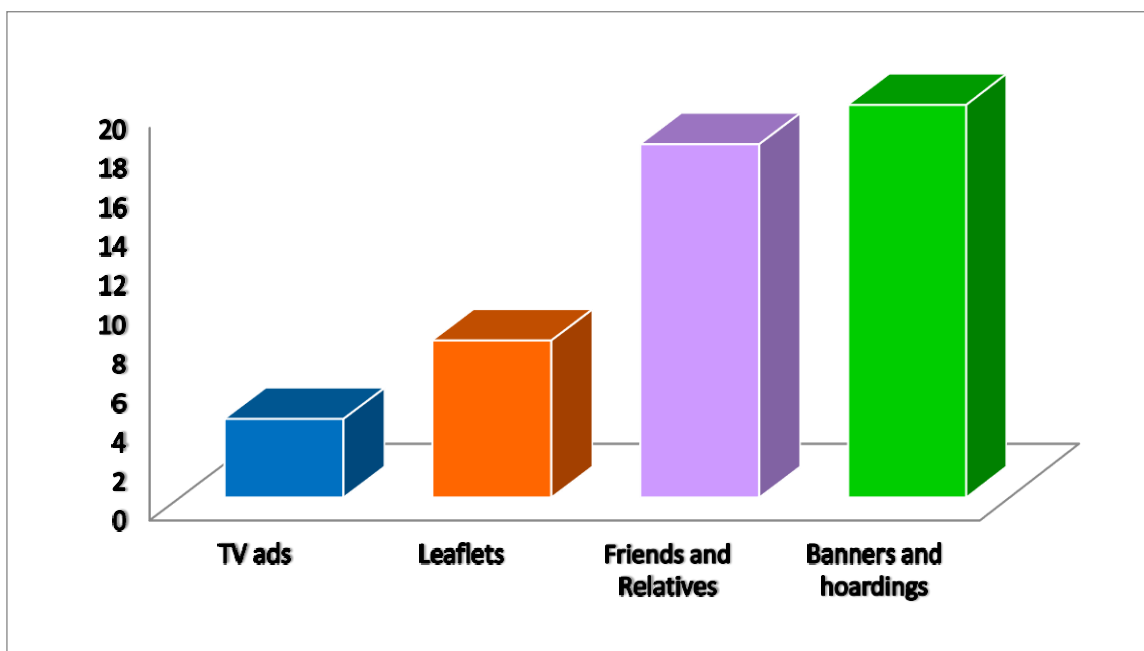
More than 60% of the respondents agreed that staff was available to assist them in timely manner and 18% of respondents have strongly agreed and just 14% of respondents disagreed.

Interpretation:

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

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

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



Analysis:

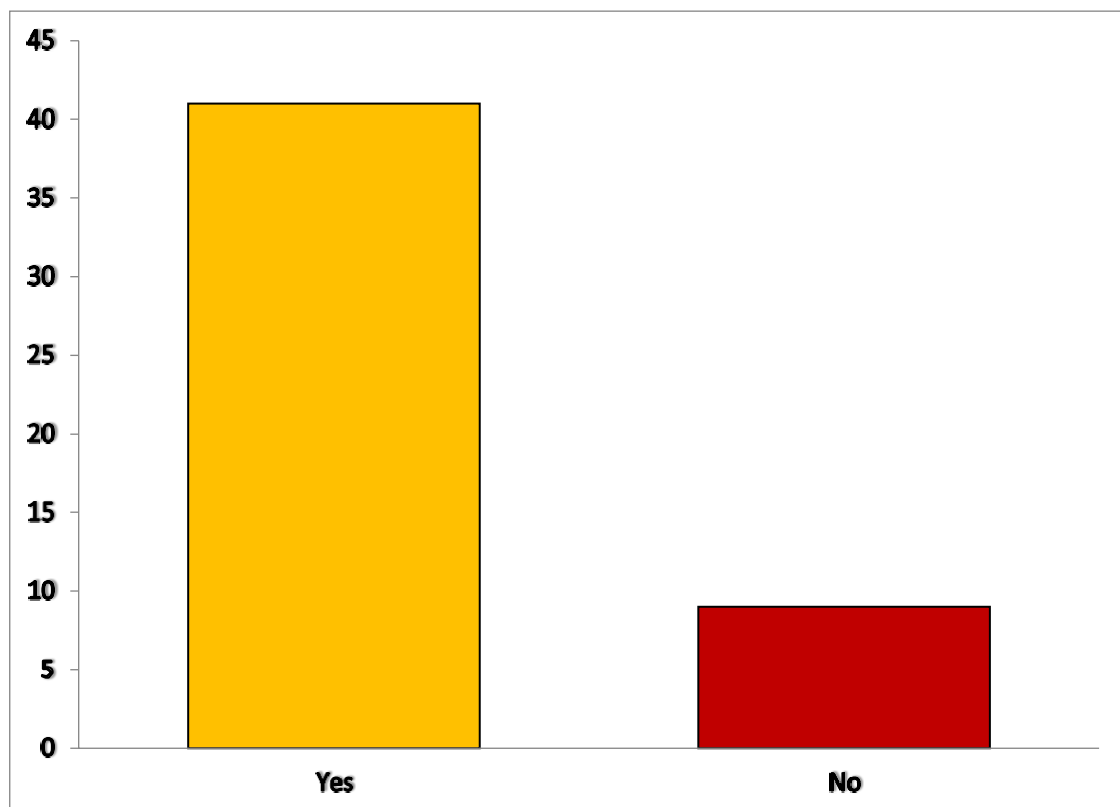
The data analysis reveals that banners and hoardings were the primary source of awareness for 40% of respondents regarding Max Fashion, followed by word-of-mouth recommendations from friends and relatives at 36%. Leaflets accounted for 16% of awareness, while television advertisements contributed to 8% of brand recognition.

Interpretation:

Max Fashion has significantly benefited from both organic and paid marketing channels. Banners and hoardings have proven to be effective in generating initial brand awareness, while word-of-mouth recommendations from satisfied customers have contributed to the brand's growth without incurring additional costs.

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

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



Analysis:

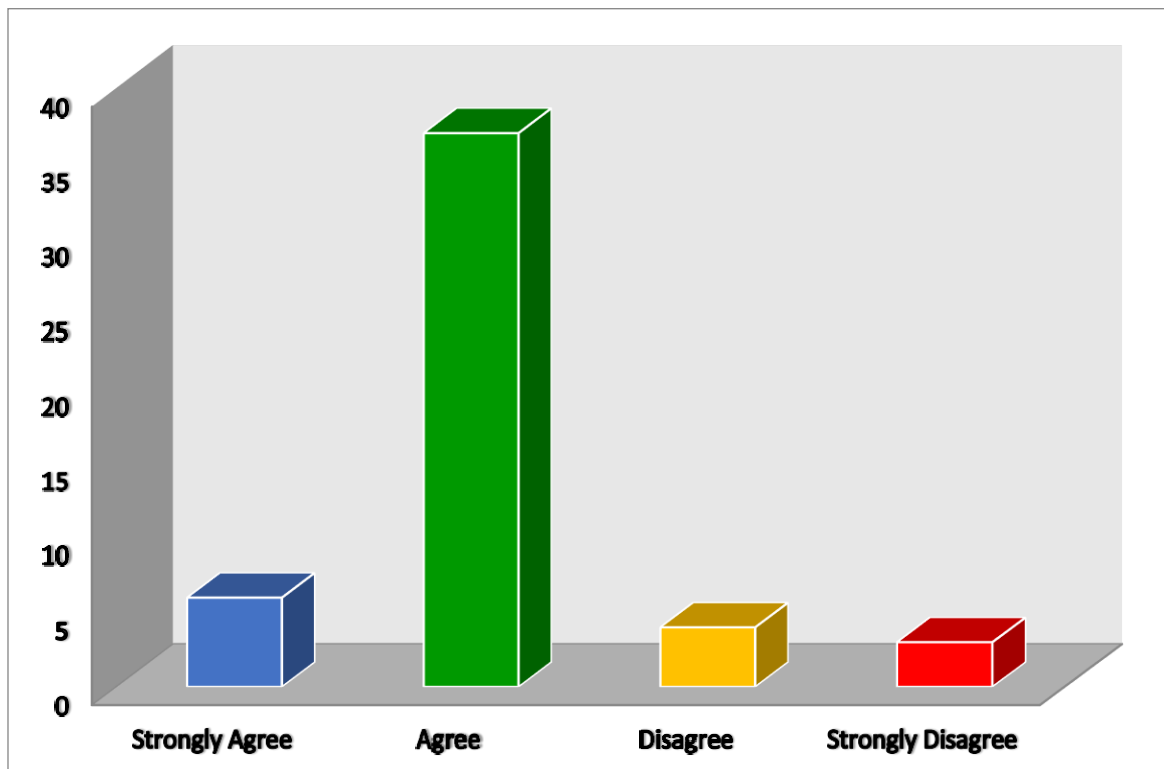
82% of respondents said that they would like to recommend Max Fashion to their friends and relatives, only 18 % said that they would not like to recommend Max Fashion.

Interpretation:

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

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

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



Analysis:

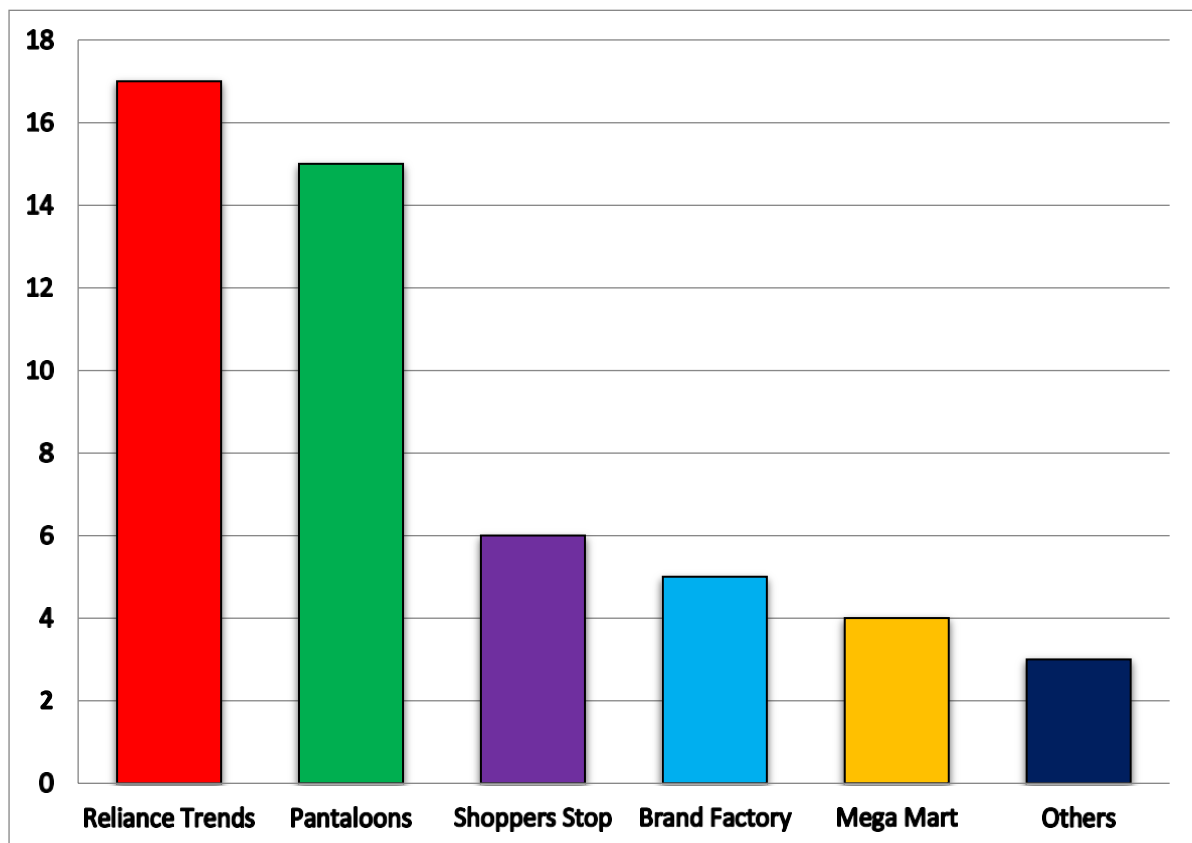
From the above data table it is clear that 74% of respondents feel that the merchandise offered by Max Fashion was good values for money and 12% feel that they strongly agree and only 8% of respondents disagree and 6% strongly disagree.

Interpretation:

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

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

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



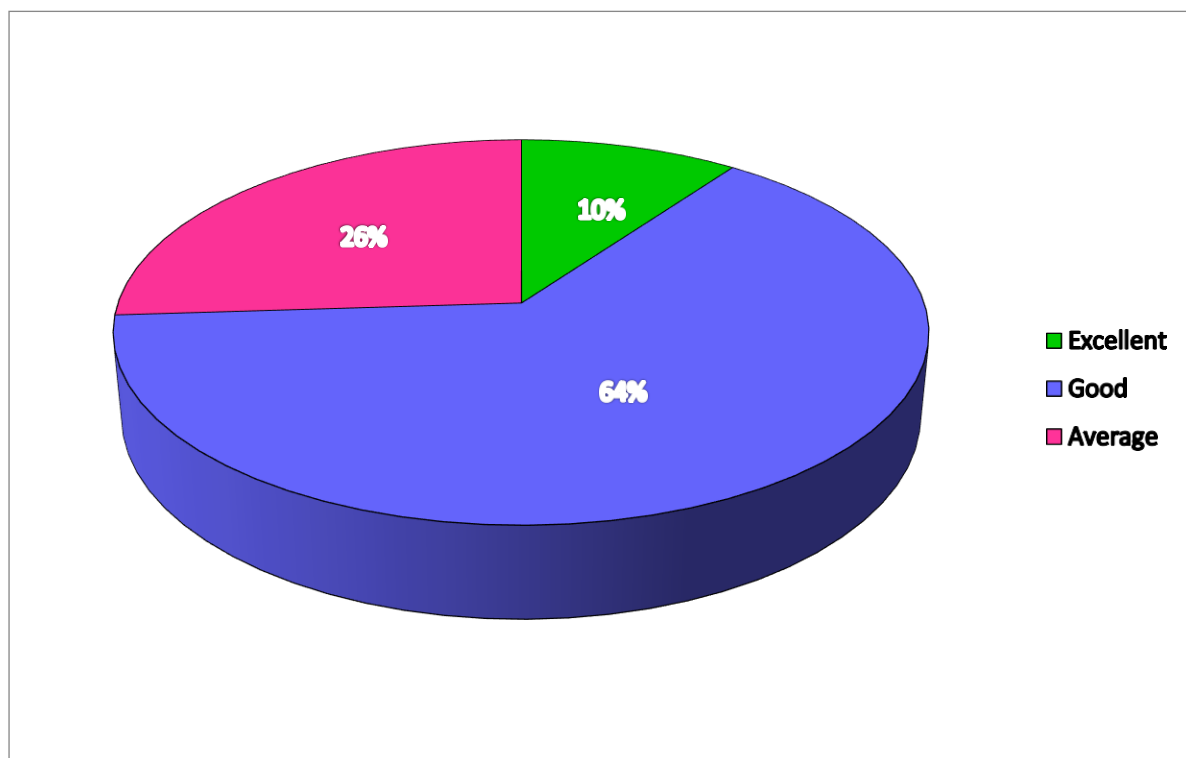
Analysis:

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

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

a) Customer service :

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



Analysis:

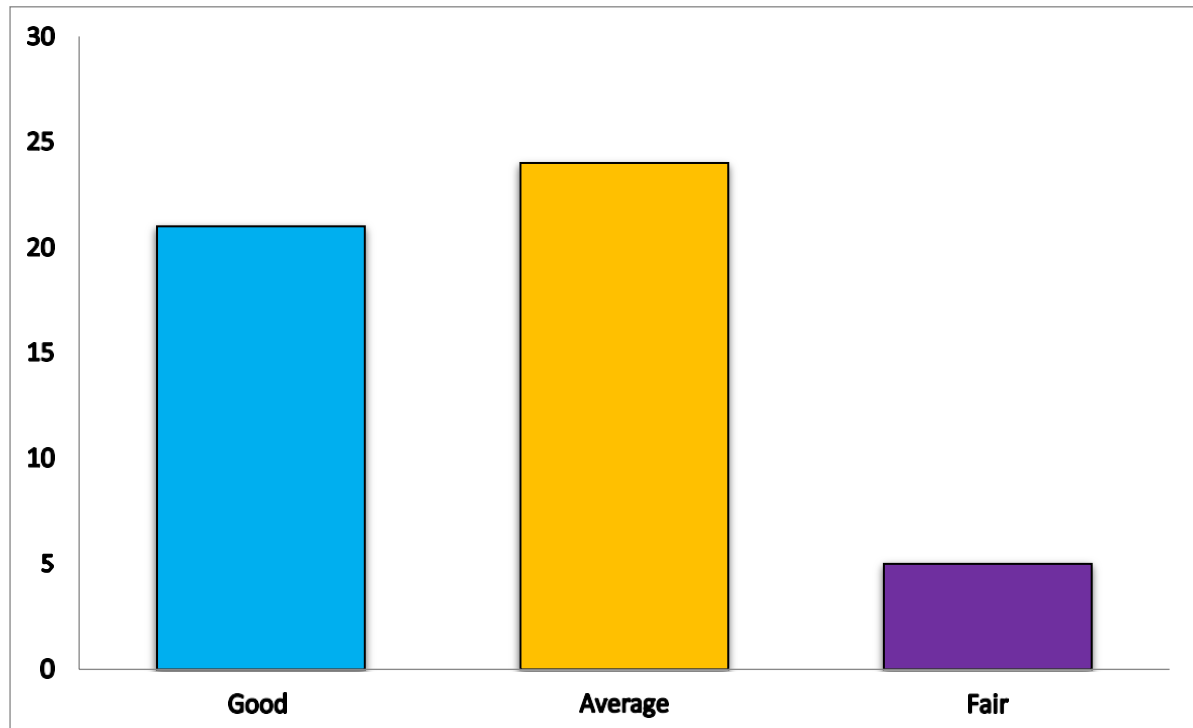
From the total respondents of 50, 64% feel that customer service at Max Fashion was good, 26% of respondents feel it is average and 10% of respondents feel that it is excellent.

Interpretation:

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

b) Billing counter experience :

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



Analysis:

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

Interpretation:

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

FINDINGS

Customer Preferences and Expectations

- **Brand Preference:** A significant portion of customers expressed a preference for well-known brands, while the store predominantly features private labels.
- **Product Range:** Customers in the men's section indicated a desire for a wider variety of designs, colours, and sizes in shirts, T-shirts, and other apparel.
- **Additional Products:** There is a demand for footwear, backpacks, and bags, which are currently unavailable.

Store Operations and Customer Experience

- **Merchandise Organisation:** Merchandise is not consistently organised according to size, leading to potential inconvenience for customers.
- **Feedback Mechanism:** The feedback book placed near the billing counter has a low utilisation rate.
- **Store Environment:** Ongoing rebranding and electrical work during store hours are creating disturbances for customers.
- **Alteration Services:** Extended wait times for alterations are causing customer dissatisfaction.

Potential Impact

- The limited availability of well-known brands and desired products could be leading to customer attrition.
- Inefficiencies in merchandise organisation and service delivery may negatively impact overall customer satisfaction.

ACTUAL WORK DONE

An internship constitutes a structured, temporary work experience designed to equip individuals, typically students or recent graduates, with practical, on-the-job exposure within a specific industry or academic discipline. These programs, offered by organisations, businesses, nonprofits, or government entities, can range in duration from several weeks to multiple months and may be compensated or unpaid. Internships serve as a bridge between theoretical knowledge and professional practice, fostering skill development, network building, and career goal clarification. As such, they constitute a valuable transitional step from academia to the workforce. Maintaining the Reports that shows the work done during the SIP are given below:

- **Store Operations:** Identification and categorisation of all departments and sub-departments, products, pricing, and brands within the store. Active participation in daily store operations.
- **Inventory Management:** Handling the inflow and outflow of new stock. Efficient arrangement of merchandise in the display and DST areas.
- **Customer Relationship Management:** Customer interaction and service in the Men's Wear department. Data collection and management of customer information from Landmark Rewards. Outreach to customers regarding festive offers (Ganesh Puja and Durga Puja). Detailed explanations of Max Buddy and Max Elite benefits.
- **Data Analysis and Reporting:** Collection and analysis of internal data, including year-on-year target and achievement comparisons.
- **Learning and Development:** Acquisition of knowledge about the store's billing process.

Chapter - 6

SUGGESTIONS

- ❖ Implement a real-time inventory tracking system to monitor stock levels accurately.
- ❖ Redesign the store layout to improve customer flow and enhance the shopping experience.
- ❖ Introduce mobile apps or digital kiosks that offer personalised recommendations, promotions, and loyalty programs
- ❖ Reduce wait times and improve the checkout experience by implementing self-checkout
- ❖ Provide regular training sessions for staff to enhance their customer service skills.

CONCLUSION

A review of existing literature on customer satisfaction in Indian retail provides mixed insights regarding Max Fashion. While initial impressions of in-store promotions and value are positive, it appears customer satisfaction is not fully optimised. Studies suggest Max Fashion might be attracting customers with marketing efforts but not effectively converting them into loyal buyers.

Despite this potential gap, research indicates Max Fashion enjoys a positive brand perception, customer loyalty, and attracts new customers. The brand offers a unique shopping experience and benefits from strategically located stores across various cities. Customers express satisfaction with store layout, merchandise, cleanliness, and overall ambience. However, pricing expectations remain high, with a desire for a wider selection of clothing at even more affordable costs. Increased customer awareness initiatives could address this aspect. Overall, the future appears promising for Max Fashion, and continued focus on customer satisfaction seems likely to yield positive results.

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ANNEXURE

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



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

Name:

Occupation:

Gender:

Age Group:

Email:

Mobile:

1. How frequently do you visit Max Fashion store ?

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

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

(a) Yes (b) No

3. Staff greeted you and offered to help you ?

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

4. Staff was available in a timely manner ?

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

5. Do the store provides convenient parking for customers ?

(a) Yes (b) No

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

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

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

(a) Yes (b) No

If no Please specify reason_____

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

(a) Yes (b) No

If no Please specify reason_____

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

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

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

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

1. Customer service

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

2. Billing counter experience

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

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

Thank You