



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

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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

A Study on Organizational Operations And
Activities Of Max Fashion

SUBMITTED BY

Nandita Maharana
MBA Batch: 2023-25
University Regn. No:2306258107

Faculty Guide

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Asst. Prof. (Operation)
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Corporate Guide

Mr. Santosh Roulo
Assistant store manager,
Max Fashion, Berhampur

CERTIFICATE OF INTERNAL GUIDE

This is to certify that **Ms.Nandita Maharana**, bearing university registration no. **2306258107** of 2023-25 batch, has completed his/her summer internship at **Max Fashion** from **6th June 2024 to 15th July 2024** under the supervision of **Mr.Santosh Roulo** 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: Dr.Gobinda Chandra Panda

Designation:Asst. prof.(operations)



Dated: 15th July 2024

TO WHOM IT MAY CONCERN

This is to certify that **NANDITA MAHARANA** of **BIITM**

had undergone internship project on “**STORE OPERATIONS**” from **6th June 2024 to 15th July 2024.**

During this period, we found her to be very sincere and hardworking.

We wish her all the very best and a very happy career ahead.

Thanking you,

Yours truly,

A handwritten signature in black ink, appearing to read 'Silva Sarkar'.

Silva Sarkar
(Regional Manager-HR)



Lifestyle International Pvt. Ltd.
Max Retail Division,
P S Srijan Corporate Park, Tower -I,
19th fl-loor, Block - GP, Salt Lake City,
Sector- V, Kolkata-700091, West Bengal
Phone: +91 -33 4015 2600

DECLARATION

I, **Ms. Nandita Maharana** Bearing university registration no. **2306258107** (2023-25 batch), hereby declare that the project report titled **“A Study on Organizational Operations and Activities of Max Fashion”** is based on my internship at Max Fashion, during the period **6th June 2024 to 15th July 2024** and is an original work done by me under the supervision of Mr. Santosh Roulo and Dr. Gobinda Chandra Panda. 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:

Signature

Executive summary

A study on “Organizational operations and activities of Max Fashion,” this topic covered in this report are, product knowledge and different departments, cashiering process, Visual merchandise, exchange policy, store SOP’s, Key Result Area (KRA), offers, membership,

Product knowledge is an important aspect to give good customer service. There are 7 departments at Max and they are Western wear, Indian wear, kids wear, footwear, accessories, men’s wear, concessionaire. There are different brands like Liva in Indian wear and in men’s wear there is Peter England, Turtle, Integriti. The department manager gives training about the product knowledge to the new CRE’S.

There are one head cashier to do the billing process. Every staff of the organization can do billing process. There are 4 billing counters in the entire store. All the billing counters are in the ground floor. Every counter has a computer system, a barcode scanner, EDC machines, cash till. The software that used for the cashiering process is “ORACLE.” It helps the cashiers to categorize the types of payment, add new customers, and get information about existing customer, sales reports.

There are 4 seasons at max i.e., spring, summer, autumn, and winter season according to which the VM theme is set. The head VM sends the planogram as to how the VM of the store should be through mail. And once it is set the picture of the display and DST should be sent to the head office. And if any changes it should be informed to the store manager.

The exchange policy at Max is that the customers can exchange at any of the exclusive stores within 30 days of purchase. The products should be in a good condition and unused. The bill and tag are required while returning the products. In case the customer loses the bill, the customer’s registered mobile number can be quoted and then the products can be exchanged. The products that are altered cannot be exchanged.

The Store SOPs consist of store opening and store closing, visual merchandising, daily briefing, cashiering, grooming.

Key Result Area or Key Responsibility Area is a management concept that define the job position and duty of an employees and shows the different area of work for which they may take responsibility.

There are many types of offers introduced by Max are: Max buddy, festival offers, EOSS also they have some other offer program like Magic pin. Newly Max introduce a membership program namely Max Elite.

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Chapter-1

INTRODUCTION

The retail industry secures the fifth position as an industry and is the second largest employer after agriculture, providing bright and exciting job opportunities in India. Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most of the daily use products from small shops in our neighborhood or a nearby market. Generally, the shopkeepers sell goods either individually as a sole proprietor or with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has come up, which also provide the same products. Today, supermarkets, departmental stores, hypermarkets, malls and non-store retailing like multilevel marketing and telemarketing, have replaced or co-exist, transacting with the traditional retail businesspersons, such as hawkers, grocers, and vendors, etc. There are various levels at which retail businesses operate—ranging from small, owner operated and independent shops to those in the national and international market. An increase in income levels and the need for new products and services, a rise in standard of living, competition in the market and increasing consumption patterns of customers have contributed to the demand for creation of these type of stores.

The market after 2021 has been an eye-opening time for the Indian retail sector. The industry saw a decline of 8.5% in FY 2021, but it recovered in 2022 to reach \$836 billion with 81.5% contribution from traditional retail. However, the COVID-19 disruptions led to a rapid increase in e-commerce and digital adoption. Now, brands across segments are concentrating on increased online presence and direct sales as customers continue to shop online.

Quite interestingly, shoppers from Tier II and Tier III cities make up over 61 percent of the total market share in FY 2022 in comparison to 53.8 percent in FY 2021. While Tier I cities have a lesser growth rate for e-commerce at 47.2 percent, tier II and III cities showcased growth of 92.2 percent and 85.2 percent, respectively. In 2023, tier II and III cities dominance are likely to continue. Looking at the way Indian retail industry is moving, 2023 will be the year to watch.

Encouragingly, India has had a boom in attracting international companies over the past few years; it is now the fifth-largest global destination for retail. The industry growth is riding on several factors, including rising disposable incomes, exposure of Gen Z to international brands, and ease of doing business.

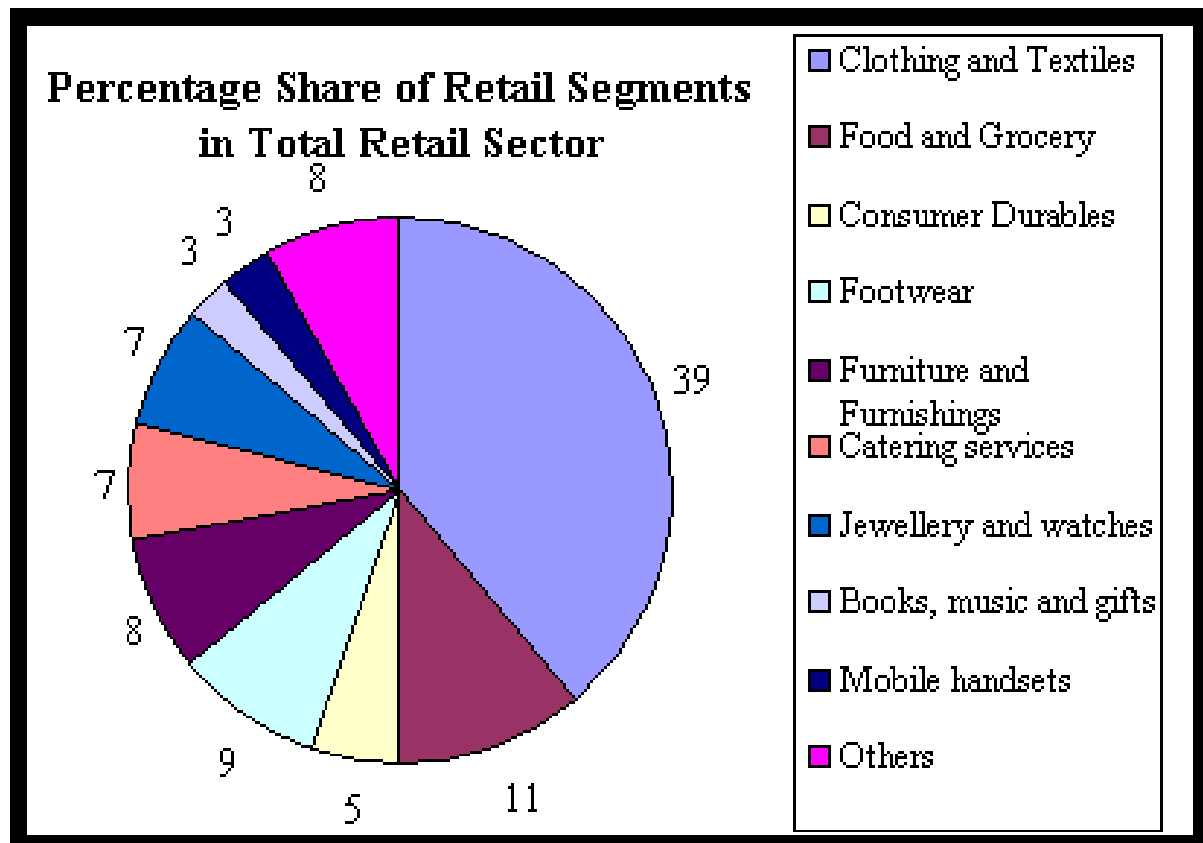
Even if we only consider the government's initiatives from 2021, the retail sector is in for fascinating times as we enter the new year. These actions would soon show their benefits; the transformation has already begun, paving the way for a more noticeable impact. The adoption of digital payments pushed by the new framework for retail digital payments in offline mode has created a more accurate and efficient environment making it easier for customers to make purchases or complete transactions. Time is money, as they say, and the digital transformation has ensured that the time saved is compounded by allocating additional resources to other parts of business improvement.

The central government has allowed 100 percent FDI in the online retail of products and services via the automatic route. Additionally, we have news on the inclusion of retail and wholesale trades as MSMEs, which would give these trades access to loans for the priority sector. The government's promotion of digital transformation on the war front has been the best thing to happen, and the retail industry is just one of the many sectors that have benefited from this revolutionary innovation.

Operation in retail is responsible for overseeing the day- to- day activities of the retail store. This includes managing staff, maintaining inventory, ensuring customer service standards are being met, managing store budget, and ensuring store safety and security. Operations also works to continuously improve store processes and procedures.

The main functions of retail operation are:

1. Merchandising: This includes activities such as buying, pricing, and displaying merchandise.
2. Customer Service: This includes activities such as providing customer assistance, handling returns and exchanges, and resolving customer complaints.
3. Store Operations: This includes activities such as managing inventory, tracking sales, setting up displays, and maintaining store cleanliness and safety.
4. Financial Management: This includes activities such as setting budgets, controlling expenses, and managing payments and collection



SCOPE OF THE STUDY

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

OBJECTIVE OF THE STUDY

The main objectives of the topic “A study on organizational operations and activities of Max Fashion” are:

- To familiarize with the function of different departments in the organization and activities by documentation.
- To get an overview of events, offers, membership program that took place at Max Fashion.
- To analyze the key responsibilities area of staff and managers.

RESEARCH METHODOLOGY

Title of the project:

A study on organizational operations and activities of Max Fashion, Berhampur.

Sources of Data:

Both primary and secondary sources of data were used in this research.

- **Primary Data:**

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

- **Secondary Data:**

This was collected from the official website of Max Fashion, articles from various search engines like Google, previously published records, research report and documents.

Research Design:

The research design is Descriptive research, describes data and characteristics about the studies. Descriptive research answers the questions who, what, where, when, and how.

Research Sample:

1. **Sample Unit-** Managers and employees of the store.
2. **Sample Size-** The survey was conducted in the store with 25 numbers of Managers and employees.
3. **Sample Technique-** Simple Random Sampling
4. **Research instrument-** Observation
5. **Contact Method-** Personal Interaction

LIMITATIONS OF THE STUDY

The main limitations of the study are:

- The reliability of data used for the study is largely depend upon the companies report and the information given by executives.
- There are difficult to obtaining data from executives and managers due to their busy work schedule.
- The organization had the limitation to disclose their financial details, thus the detailed analysis of financial performance of the organization was not possible.

Chapter-2

COMPANY PROFILE

BACKGROUND:

The **LANDMARK GROUP** is a multinational conglomerate-based company founded in Dubai, UAE in the year 1973 by **MICKY JAGTIANI**. The organization has successfully grown into one of the largest and best captivators in retail and hospitality segments in Middle East, Africa, and India.

“How we do our business, is as important as what we do for our business.”-

Micky Jagtiani, founder chairman of the landmark group



The group provides a value driven products range for the entire family through a diverse portfolio of over 40 brands constituting 27 own brand and 30 franchise brands. The group has ventures and capitalized retail experience over 44years with workforce over 55,000 employees. The organization has spread over 2,200 outlets featuring about 30 million square feet retail spaces.

The Landmark Group India is spread over **88 Cities** and employs **25%** of its employers as **Women**. The lookout for new talent to strengthen teams and seek professionals have been the goal to enhance and embrace quality of products and services. The group provides a friendly, inspiring, fun, innovative and fast-paced environment to excel and nurture talents by encouraging, expanding, and refining skillsets with the aim to innovate distinctively. **“Creating exceptional value for all lives we touch”** is the cornerstone of the company’s philosophy. All efforts steer towards continued delivery of exceptional promise to customers

through products and services.

The landmark group broadly classified into 3 segments

- Retail
- Hospitality
- Health care

Business activity	Brand
Apparel	Max, Splash, Baby shop, Iconic, Lifestyle, Centre point
Footwear	Shoe Mart, Shoe Express
Furniture & Home	Home Centre, Home Box
Hospitality	City Max, Oasis malls, Food Mark, Fitness First, Fun City
healthcare	icare clinics
Other Retails	E- max (consumer electronics), Sports Gear, Cande lite



MAX FASHION



Max Fashion is a fashion brand under the banner of the UAE-based Landmark Group. The brand was first launched in May 2004.

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 UAE, India, Saudi Arabia, Kuwait, Jordan, Bahrain, Qatar, Oman, Kenya, Lebanon, Egypt, Algeria, Tunisia, Nigeria, Libya, Tanzania, Indonesia, Malaysia, Iraq, and Syria.

Max has the largest value fashion for brand in India and Middle East with over **400 stores** across **19 countries** comprising about **8.5 million square feet** retail spaces, offering customers a one stop shop for clothing, accessories and footwear needs for the family oriented segment.

It offers **Apparel, Footwear** and **Accessories** that are of the fashion trends are at a great price, making it affordable to many. Max has its own label merchandise and introduces fresh collection of international design specially customized to the Indian market and adopts the changing needs of shoppers every season.

MAX FASHION INDIA

The **Executive Director** of the Max Group India is **Vasanth Kumar. Shital Mehta** is the **Chief Executive Officer** of Max Group India.

Max India, a division of **Lifestyle International Private Ltd**, has pioneered the concept of

“**value fashion**” in the country, thereby offering the discerning shopper a vast choice with international fashion and quality.

The **1ST Store of Max** was established in **Indore** in the year **2006**. The store ambience offers an international shopping experience making shopping for the entire family is an absolute delight. Max focuses on strong visual elements at the store for engaging customers while they are in the store. The stores are designed for easy navigation with distinct category to facilitate customers in locating product they are looking for.

The age group of **25 to 35 years** is the **Target audience** for Max India is contemporarily in middle class family and young working couples. Max has also positioned as a **Youth brand** by targeting teenagers and college students within the age group of 18 to 24 years.

OUR VISION:

To be among the top three retail players in three of the fastest growing retail markets in the world (Middle east, India, and China).

OUR MISSION:

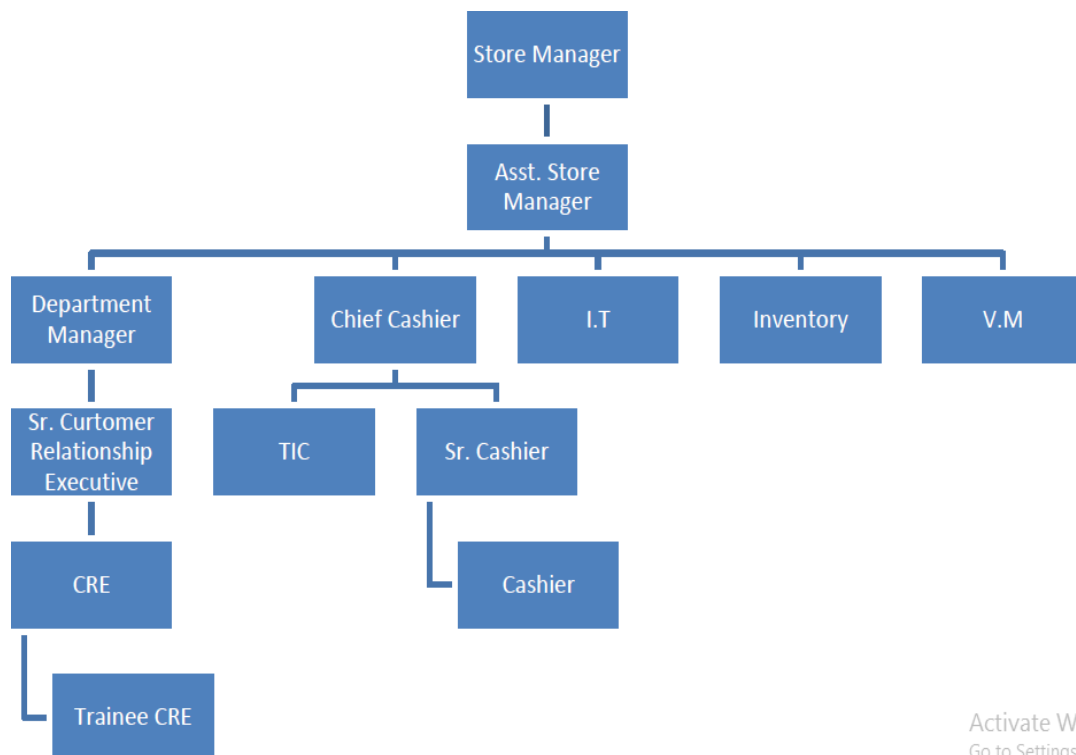
- Carefully listen
- Constantly adapt
- Always deliver

OUR VALUES:

- Passion for excellence
- Integrity in everything we do
- Empowering people to strive and deliver
- Adapting to change market and customer needs

STRUCTURE:

Structure represents the way business divisions and units are organized and include the information of who is accountable to whom. In other words, structure is the organizational chart of the firm. It is also one of the most visible and easy to change elements of the framework. Max Fashion Private Ltd is a Functional organizational structure. The structure divides company based on specialized functional areas as shown below.



Activate Windows
Go to Settings to activate Windows.

HR PRACTICES:

“Leading with Respect” is the way people at Landmark Group put Company Values into action. By leading with respect, we create an environment where people feel free to offer suggestions and contribute ideas to be part of the organization’s success. Leading with respect creates an environment where people genuinely care about each other and work well together to reach their full potential. The Leading with Respect principles are:

Communicate

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

Give and seek feedback

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

Value unique contributions

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

Promote teamwork

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

Set an example

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

4P'S MARKETING MIX OF MAX FASHION:

Max Fashion is creating the right marketing mix to sell their product. Through the whole journey it is trying to put the right product sold at the right price in the right place using the most suitable promotion.



- **PRODUCTS:**

A product is a bundle of physical service and symbolic expected to yield satisfaction or benefits to the buyer. With the better understanding of consumer behaviour across various culture and

class of Max Fashion has put together a stunning range. Private label of Max is among the largest apparel and fashion brand in the country.

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

DEPARTMENT AND SUB DEPARTMENTS OF MAX RETAIL

Menswear Section:

Sub departments of Men's wear includes Street Casual, Everyday Casual, Sports Leisure, Denim, Chinos, Occasion Wear, Innerwear.

Western wear Section:

Sub departments of Western wear includes Lingerie, Sleepwear, Everyday Casual, Denim, Sports Leisure, Young.

Indian wear section:

Sub department of Indian wear includes Fusion, Casual wear, Work wear.

Kids wear Section:

Sub departments of Kids wear includes 6-24months Girls and Boys, 2-8 years Girls and Boys, 8-16 years Girls and Boys.

Footwear Section:

Sub departments of Footwear includes Men's wear, Women wear, Kids wear and Hosiery items include socks and kid's booties.

Accessories Section:

Sub-departments of accessories include Ladies bag, Men's bag, Men's wallet, Handkerchiefs, Ladies Necklace, Bracelet, Bands, Anklets.

BRANDS AVAILABLE AT MAX RETAIL

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

CONCESSIONARES-THIRD PARTY BRANDS IN THE STORE

- Integriti
- Peter England
- Turtle
- Aurelia

FABRIC USED BY MAX FASHION:

Commonly used fabrics by the brand:

<ul style="list-style-type: none"> • Cotton • Polyester • Poly viscose • Viscose • Spandex • Elastane • Lycra 	<ul style="list-style-type: none"> • Rayon • Flax • Chiffon • Liva-Latest fabric launched by Aditya Birla Group • Silk • Wool
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- **PRICE:**

Price is also one of the flexible elements. Without price there is no marketing in the society. If money is not there, exchange of goods can be undertaken but without price that there is no exchange value of a product and service agreed upon in a market transaction, is the key factors with affects the sale operation. The pricing objective at Max Fashion is to get “maximum market share and to exceed the customer expectation in their satisfaction level” pricing at Max fashion is based on following technique:

PSYCHOLOGICAL PRICING:

Max Fashion offers financing at low interest rate. The concept of psychological pricing (Rs. 99, Rs. 199 etc.) is also used to attract customer. Max Fashion also caters on special event pricing.

BUNDLING:

It refers to selling combo packs and offering discount to customer. The combo pack ad value to customer and lead to increase sale.

Ex. – Buy 2 get 1 free, buy 1 at 299 and 2 at 499.

PROMOTIONAL DISCOUNT:

These are best Kind of discount because they enable company to retain the power to be flexible. There may be time where company wants to give an extra boost to sale-to-shift an oldproduct before launching and update one.

- **PLACE:**

The success of any retail store depends on location that company which choose.

Type of Retail Formats:

MOM-TO-POP:

These are generally family-owned businesses catering to small sections of society. They are small, individually run and handled retail outlets.

DEPARTMENT STORE:

These are the general merchandise retailers offering various kind of quality products and services.

MALL:

These are the largest form of retail formats. They provide an ideal shopping experience by providing a mix of all kinds of products and services, foods, and entertainment under one roof.

DISCOUNT STORES:

These are the stores outlets that provide discount on the MRP items. They focus on mass selling and reaching economics of scale or selling the stock left after the season is over.

- **PROMOTION:**

Promotion is the business of communication with customer. It will provide information that will assist them in deciding to purchase a product. The cost associated with promotion or advertising goods and service often represent a sizeable proportion of the overall cost manufacturing an item. However successful promotion increase sale so that advertisement and other costs are spread over a large output. Though increased promotional activity is often a sign of a response to a problem such as competitive activity. Some promotional activities are: Advertising, Sales Promotion, Coupon, Membership program etc.

POSITIONING STRATEGY:

The separate private label brand is 30 per cent below Max pricing with 100 per cent franchised out exclusive store network. The brand aims to be positioned as a **peer level, light and friendly**. About 70 per cent of the total business of the company comes from buyers less than 35 years of age.

BRANDING STRATEGY:

Max Fashion's branding strategy includes campaigns that aim to:

- Reconnect with their target audience.
- Distinguish themselves as a value-fashion player.
- Reinforce their motto of “Fashion for entire family at great price.”
- Celebrate inclusivity and connection.

Some of Max Fashion’s campaigns includes:

- “Max is in You”
- “Endless Ways 360”
- “Friendship Beyond Words”

INDUSTRY ANALYSIS

The retail industry in India has gone through tremendous change in recent years. The year 2023 noted that the Indian retail industry was heavily dominated by the unorganized sector which accounted for 81% of the market. However, the organized retail sector has been growing at a rapid pace, fuelled by technological innovations and a customer-centric approach. Due to the growing income and purchasing power of Indian consumers, their purchase patterns are changing quickly. This is driving a rapid increase in the adoption of advanced technology and investment in infrastructure by retailers to meet shifting consumer demand. Rapid growth in organized retail can also be attributed to a growing number of individuals moving to metropolitan regions as the country urbanizes at a fast pace. It is expected that infrastructural development will continue to grow leading to the building of new malls and retail locations which increases the scope for growth of the organized retail sector. Increased internet penetration in the country has also led to a rise in rural consumption and increase in digital payment modes which are impacting consumer behaviour. Retailers have started adapting to new shopping paradigms to better engage with their customers, enhance their experience and earn their loyalty while also ensuring better speed, time, and cost efficiency for their businesses. As such, increasingly retailers are focusing on three major facets of growth by ensuring a more efficient, resilient, and agile supply chain for the future.

GOVERNMENT INITIATIVE:

The government of India has been launching many nation-building initiatives over the last decade, to increase the prominence of the country as a key hub for manufacturing, trade, and other sectors. These include initiatives like Make in India, Open Network for Digital Commerce (ONDC), National Logistics Policy, new frameworks for retail digital payments and many more.

The drive to promote digital transformation was essential to India's digital strategy which has empowered several sectors including the retail industry in India to increase the database of customers that they can reach. The Central Government has opened the doors for 100 percent foreign direct investment in online retail of products and services. Moreover, small, and medium sized players are being provided platforms like ONDC to expand their reach to both local and national customers, provide a more seamless customer experience and gain opportunities for retail innovation. Initiatives like the National Logistics Policy focuses on establishing India as a major trade hub with improved connectivity, better logistics infrastructure, enhanced digitalization of the sector and better processes. The improvements brought about by this initiative will empower retailers in India by boosting their supply chain management capabilities for both their online and offline business strategies

MARKET SIZE:

In 2023, the Indian retail industry was valued at INR 62.90 trillion. It expected to reach INR 131.38 trillion by 2027, with a compound annual growth rate (CAGR) of 14.22%.

- In February 2024, retail sales in India grew 5% compared to the same period in 2023. E-commerce sales are projected to rise 10 to 12% in 2023, increasing between \$1.41 trillion and \$1.43 trillion.
- The online retail sector in India was worth USD 70 billion in 2023. Deloitte India predicts that it will surge to USD 350 billion by 2030.
- Retail industry India is the 4th largest in the world and accounts for 10% of the country's overall GDP.

NATURE OF COMPETITION:

The retail industry is highly competitive, with few barriers to entry. Retailers compete with other local, regional, and national retailers for consumers, associates, locations, merchandise, and services.

PORTER'S FIVE FORCE MODEL:



1. **Threat of new entrants:** The threat of entrants in the industry for Max Retail are basically e-commerce apparel websites like Flipkart, Myntra, Ajio etc. These start-up shave already established their image in the minds of the customers as they offer wide variety of products with maximum discount offers. In Brick and Mortar stores the fast expansion of market share by V Mart Retail is also a threat for the company because stores like this have already penetrated their reach to the rural customers as well.

2. **Bargaining power of Suppliers:** Max procures most of its stock from its in-house manufacturing division i.e., Lifestyle India Pvt Ltd. All the items are manufactured by themselves except some of the apparels by domestic manufacturers in Delhi and South India and footwear which are imported from China where they have several authorized vendors. In this area of procurement, they can negotiate the rates from the supplier. Thus, the bargaining power of supplier is low in the case of Max Retail.
3. **Bargaining power of the Buyer:** Buyer or the customer in the case of Max Retail does not possess any bargaining power because the pricing is fixed for each customer. The discounts are given to the customers only after the promo note is been circulated by the regional office which contains all the details of a particular promotional offer.
4. **Threat of Substitutes:** Max is known for its Value pricing retailing concept i.e., fashionable clothes at an affordable price thus it has a specific target audience and many loyal customers as well.

SWOT ANALYSIS OF MAX FASHION:

SWOT analysis is a framework for identifying and analyzing an organization's strengths, weaknesses, opportunities, and threats. These words make up the SWOT acronym. The primary goal of SWOT analysis is to increase awareness of the factors that go into making a business decision or establishing a business strategy. To do this, SWOT analyses the internal and external environment and the factors that can impact the viability of a decision. Businesses commonly use SWOT analysis, but it is also used by nonprofit organizations and, to a lesser degree, individuals for personal assessment. SWOT is also used to assess initiatives, products or projects. As an example, CIOs could use SWOT to help create a strategic business planning template or perform a competitive analysis.

SWOT analysis is often used either at the start of, or as part of, a strategic planning process. The framework is considered a powerful support for decision-making because it enables an organization to uncover opportunities for success that were previously unarticulated. It also highlights threats before they become overly burdensome.

SWOT analysis can identify a market niche in which a business has a competitive advantage. It can also help individuals plot a career path that maximizes their strengths and alert them to threats that could thwart success.

This type of analysis is most effective when it's used to pragmatically recognize and include business issues and concerns. Consequently, SWOT often involves a diverse cross-functional team capable of sharing thoughts and ideas freely. The most effective teams would use actual experiences and data -- such as revenue or cost figures -- to build the SWOT analysis.

A SWOT analysis generally requires decision-makers to first specify the objective they hope to achieve for the business, organization, initiative or individual. From there, the decision-makers list the strengths and weaknesses as well as opportunities and threats. Various tools exist to guide the decision-making process. They frequently provide questions that fall under each of the four SWOT elements.

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

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Value for money • Wide varieties under a single roof • Easy return policies • Large number of loyal customers 	<ul style="list-style-type: none"> • Customer Service • Store operations • Advertising and lack of promotional offers
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Untapped urban and rural population • Strategic alliances and e-commerce mergers. • Better loyalty programs can be introduced 	<ul style="list-style-type: none"> • Competitors in multi brand outlets. Ex: - pantaloons, reliance trends. • Quality parameters.

MARKET SEGMENTATION:

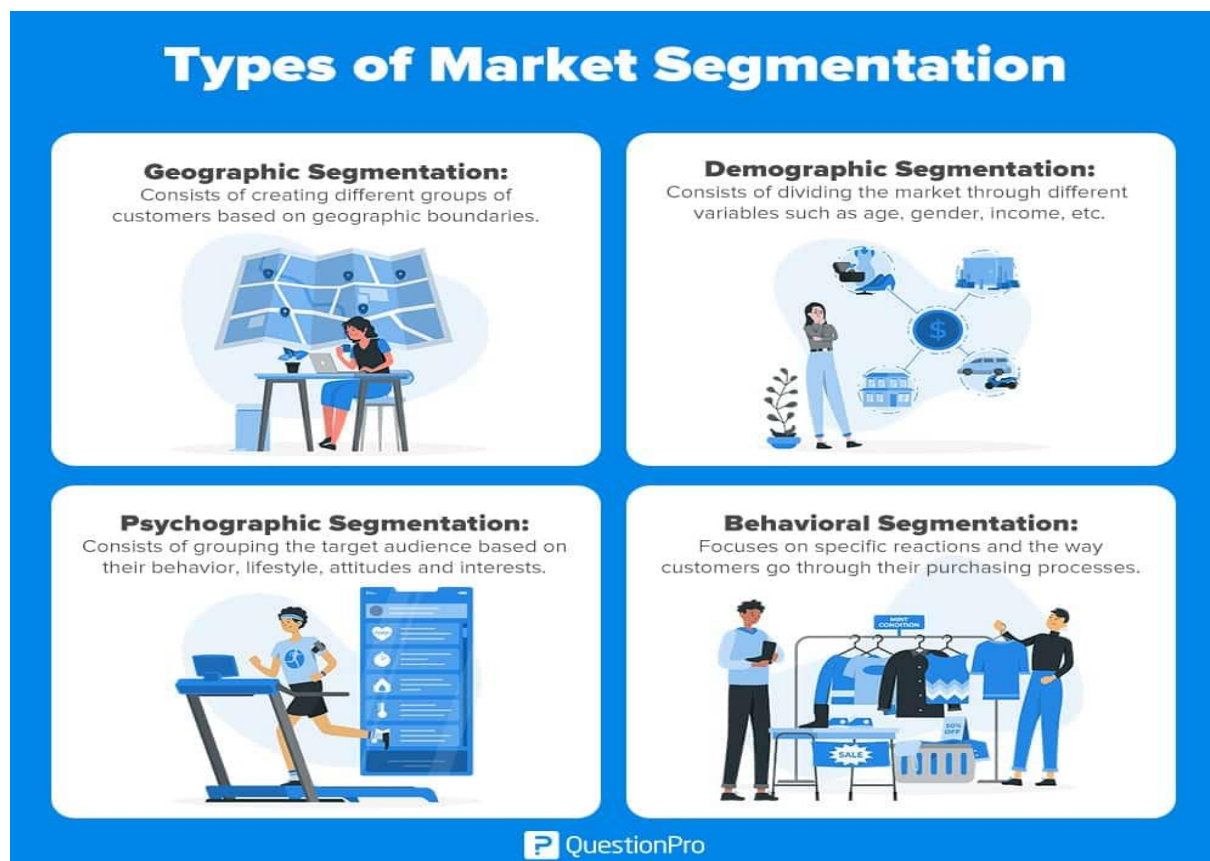
Market segmentation means

- Division of market into smaller groups
- Having similar needs and qualities
- This helps the company to modify the products or services to suit the different groups more effectively.

According to Philip Kotler, “Market segmentation is sub-dividing a market into distinct and homogeneous subgroups of customers, where any group can conceivably be selected as a target market to be met with distinct market mix”.

Importance of marketing segmentation:

- Understanding and meeting the needs of consumers.
- Suitable designing of products
- Better service to consumers
- Appropriate price fixation
- Stronger positioning
- Increased profitability
- Better communication



OTHER RELEVANT INFORMATION1

CASHIERING PROCESS:

There are 4 billing counters in the store. And each counter has a barcode scanner, 2 EDC machines, cash till, customer display, Security tag remover, Security tag detector. The software that is used for the cashiering process is “ORPOS.” It helps the cashiers to categorize the types of payment, add customers, shows sales report, set up vouchers, address books, etc.

As soon as the cashier comes, he/she must click F3 for login with user id and password then click yes. Then enter till id and then enter the float amount.

The process that is followed for cashiering is:

1. Greeting the customers: The cashier does the cashiering. The cashier who is doing the billing greets the customer by telling “Good morning/afternoon/evening.”
2. Collect the customer’s details: The cashier first takes the customer’s mobile number. The cashier creates a membership for the customer. The membership page has fields such as name, contact number, email id, etc. if he/she has a membership, then their loyalty points are checked for redeeming in the transaction. The cashier informs the customer about the loyalty points and asks if they want to redeem the points.
3. Scan the products: The cashier takes the customer products and scans them for the billing. The cashier also informs them about the offers running in the store. The cashier also motivates the customer to buy the add-on goods such as belts, socks, wallets, handkerchiefs, scarfs, accessories.
4. Enter F6 option which is tender option. The customer is asked about the mode of payment they want to pay in for their purchase. Modes of payment: The modes of payment at Max are cash, card, LMR points, Credit Notes. In the mean while removes the hard tags from the products and packs them.
5. Cash Payment: Collect the cash and click F2 which is for cash and then the till opens.
6. Card Payment: Collect the card then click F4 which is the credit option. Then click F3 for offline EDC. Then the card is inserted in the EDC and the amount of the transaction is written. Then a slip is received and one copy of it is taken and is kept with the cashier and the other is given to the customer. Exchange Procedure:

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

- Press Enter
- Press F2
- Scan the barcode of the bill
- Scan the barcode of exchange product
- Again, click F2
- Mention the reason for returning.
- Enter customer details and the exchange code for 2 times.
- Press F6 i.e., tender option then F4 i.e., then the store credit is printed the customer must sign in the store credit. Exchanging a product with a new one
- Enter customer mobile number.
- Scan the new product.
- Then scan the barcode of store credit.
- Left out amount is shown in the screen which must be paid by the customer.
- The store credit is given to the customer which is valid for 90 days

UNDERSTANDING OF VISUAL MERCHANDISING:

Visual merchandising is one of the most important aspects of retail operations as it attracts, engages, and motivates the customer to make a purchase. The VM at the store changes with every season. VM is also done for special occasions such as festive seasons, EOSS etc.

- There are 4 seasons at Max i.e., spring, summer, autumn and winter season according to which the VM theme is set. From Feb to April is spring. From April to July is summer. From July to October is autumn and from September to October is Festive season. From November to January is winter.
- The head VM sends the planogram as to how the VM of the store should be through mail. And once it is set the picture of the window display should be sent to the head office.
- According to the theme the HO will be sending the theme picture and the signages used for the theme. In each season the HO will be sending the picture of the VM guidelines to every store, according to the season.

- Every season the store will receive 3 planograms. As per that the store is set up. Each Max store must follow the VM guidelines of that company. But the new arrivals must be placed according to the VM guidelines.
- The VM who is dressing the mannequins must check, whether the option which is displayed has all sizes or not.
- The visual merchandiser will have checklist also where he needs to maintain it as per the guide lines given by the head office. This checklist that the VM must check daily. In this the VM must check if the store exterior, interior, window display, all 5 departments are set properly according to the guidelines and if the signages are in displayed properly or not. All props are set according to the planogram.
- The VM ensures that everything on the floor is as per the planogram. It includes displays, floor fixtures, signage, and mannequin display. Signage such as product signage, price signage, signage During EOSS.

FIXTURE THAT ARE USED AT MAX:

FIXTURE THAT ARE USED AT MAX	TYPES OF ARMS	SHELVES	VISUAL
Noch	T-arm	Wooden shelves	Header
Back Bar	Step arm	Glass shelves	Plagcard
DST	Straight arm		Acrylic stand
Techno wall	Peg hook		Acrylic
Browser (4 and 6)			signage
Slatwall			
Gondola			

EXCHANGE POLICY OF MAX FASHION:

- We value our customers and value the quality of products we trade. In case you change your mind, we are happy to exchange the product with in 30days.
- Exchange is permitted only at the store it is purchased from.

- Original tag and invoice are required during exchange or return.
- A credit voucher will be issued of value equal to the returned product which can be redeemed at max stores across the country within 90days from date of issue.
- Return/exchange applicable for altered garments, undergarments, used products, discount products.

UNDERSTAND THE SOP'S OF MAX FASHION:

STORE CLOSING AND OPENING:

The people who are authorized to open/close the store are department manager/SM/ASM. There are 2 set of keys that are there at the store. One is with the opening department manager/ASM /SM. And the other is with the closing department manager/SM/ASM.

STORE CLOSING:

At the end of the day once the store closes the merchandise must be kept in a presentable manner. All the cash tills are closed. Then daily sales report must be sent to the ARM. Head cashier /senior cashier checks if there is any shrinkage in the amount and is tallied. Once all of this is done then the security along with the department manager sticks the seal to the cashier's cabin, store manager cabin, server room, and security tag remover and in that seal, there is date and signatures of security and the department manager. Then all the lights, AC, sensormatics, music is closed. Then the store closing checklist is checked. Then the main door is locked and a seal is stuck on it. And the keys are with the department manager.

STORE OPENING:

Once the opening department manager and the security comes, they check the seal and the date in it. Then if it is correct then they switch on all the lights, AC, sensormatics. Then the housekeeping cleans the entire store before the store opens. The merchandise must be kept in a presentable manner cashier has to issue the float amount by 10:30. Then the checklist must be checked before the store is open for the customers.

CHECKLIST:

There are different checklists for different department like inventory checklist, VM checklist, cashiering checklist, department manager checklist and grooming standards. These checklists are checked to check if everything is done in systematic manner or not.

Department manager checklist: here the department manager checks if his department is ready or not and sees if staff is present on time or not and if the products are displayed according to

the planogram and briefing the Customer Relation Executives on the present-day sales target and motivating them.

Grooming standards checklist: Here the department manager checks if the CRE'S are following the grooming standards or not. This must be checked every day.

OFFERS AND MEMBERSHIP PROGRAMME:

OFFERS:

At the month of September there is a store offer is available.

The offer was:

“Shop for Rs. 3999 get gifts voucher worth Rs. 500.”

This offer is available in the store till 21st September 2023.

TERMS AND CONDITION:

Rs. 500 gift vouchers redeemable on minimum purchase of

Rs.1000, till 21st Sep. 2023.



MAX BUDDY:

- It is a mobile number-based program and mobile number will be the sole identifier for customer to avail benefits.
- Surprise offers will be available to customers at store through scanning the QR code at respective locations where offers are available.



MEMBERSHIP OF MAX FASHION:

- Sign up for Rs. 499
- Assured gift vouchers (instant vouchers worth Rs. 750):
 - ❖ Rs. 250 gift vouchers with no minimum threshold for immediate redemption.
 - ❖ Rs. 250 gift vouchers on minimum shopping of Rs. 999. Gift voucher 2- redeemable from next day to 60 days.
 - ❖ Rs. 250 gift voucher 3 redeemable from 60 days to 120 days.



- Birthday surprises:
10% off birthday discount- Triggered to the enrolled customers mobile number on his/her birthday + loved one's birthday.
- Exclusive pre-sale benefits:
Extra 10% off on EOSS (End of Season Sale) preview.

KEY RESPONSIBILITY AREA:

KRA stands for Key Responsibility Areas. These are defined as the specific areas in a job profile an employee is expected to work on. It is a fixed outline for each job position that acts as a scope for the employee. It is a description of the job profile designed by the organization. Every position has several tasks associated with it that are accomplished by the employee hired for the same post.

It also plays an important role in increased employee satisfaction and is used as an outline based on which an employee's performance review can be done. It is usually well-defined and easy to measure for the employer. This helps the employee perform better by providing a ready reckoner about what is expected by the employer.

KRA is a management concept that defines the job position and duty of an employee, and refers to the different areas of work for which he may take responsibility. KRA focuses on the JD (Job Description) of the workers, which is mostly due to the specific KRAs allocated to each. KRAs are developed by the company or organization to evaluate their performance of the employees in an organized manner and may also be used as an evaluation tool, as these measures are focused on their total performance. It is important for both the employer and

employee in many ways. Some key points on the importance of KRA in the workplace are as follows:

Provides structure to job roles: It is required to provide the proper structure to various job roles in an organization. Without KRAs, there would be a lot of duplication of effort, making the entire system less efficient. It helps the employer allocate responsibilities based on the strengths and skills of each employee. These are helpful in employee engagement and retention.

Helpful in driving growth: It supports the employees to bring growth to an organization. Without it, the employees would not be able to collaborate with a common goal to drive the revenue and profitability of the organization. KRAs not only provide structure to employee efforts but also add up to the growth of the organization

Easy to measure: These are crucial for any organization because they make it easy to measure employee productivity. It is essential to have KRAs in place to enable seamless performance review.

Motivates employees: It is important in providing the right motivation to employees in their workplace. Without KRAs, an employee feels lost and quickly loses motivation to achieve company goals.

TYPE	KRA	
	DM	SR. CRE & CRE
Finance	Department sales target KPIs achievement	Sales Achievement (dept./ sub dept wise)
Process	Old stock liquidation PI & Stock Take (Quarterly)	Stock Take & PI
Customer	Customer Service Standard-NPS	NPS
People	People Management	Developing self-learning effectiveness
others	Store Manager score card	People Development

Chapter-3

COMPETITOR ANALYSIS

Company must know what your competitors are doing and what to do to stay ahead of the competition. Many businesses believe they are providing a good product to their customers, but do not have reliable information showing how customers perceive their product or how it compares to the competition. A competitive analysis performed by an unbiased third party is an invaluable tool because it can help you identify ways to attract new customers, as well as keep the ones you have satisfied with your products. Creating customer value and building meaningful meaning customer relationship sounds lofty, especially for the company which are providing similar kind of product in the same range. Any company must understand not in the old sense of making a sale- “telling and selling” but in the new sense of satisfying customer needs. If the marketer understands consumer need and then develop product that provide superior customer value, price distribution and promoting them effectively these products will sell easily in the market. As in the competitive market customer will be having many options to choose among the product so it’s one company duty to look after its rival brand, they must gain strategic advantage by positioning their offerings strongly against competitors offering in the mind of customer.

Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats.

THE MAJOR COMPETITORS OF MAX FASHION:

- Reliance trends
- pantaloons
- Lifestyles

Reliance Trends:

Reliance Trends is India’s one of largest retailers and Trends comes under Reliance Retail division of Reliance Industries. Over 777 stores and in over 250 locations are established across India.

- When I went for the store analysis the first thing, I observed was the layout of the store. The store was huge in size compared to Max fashion store.
- Ambience was better than Max stores, because of the lighting inside the store.

- One thing that differentiate Trends from other stores is that, the whole store is filled with lot of different apparel and one cannot see any blank shelves in the store. Customers will be having a lot of choices in colour, sizes and even brands. When it comes to the brands even their Trends win because the number of brands, they have is lot compared to what Max has.



Pantaloons:

Pantaloons Fashion and Retail limited is subsidiary of Aditya Birla Group. It was founded in the year 1997 and is present in the country in 189 countries, 29 states & territories and 394 locations. Currently it is headed by Sangeeta Pendurkar as the MD of the company.

- In the matter of Pantaloons, I felt that Max does not play in the same league as Pantaloons.
- There are many reasons for that, Pantaloons store is huge compared to Max, usually having 2 to 3 floors inside the store. This alone says that business size itself is huge compared to Max.
- Another thing was that most of the apparel in Pantaloons were in-house brands i.e. all the brands that they sell were manufactured by them. Even many of the popular brands were under Pantaloons.
- There was huge priority given to women's wear and kids wear. There was a huge choice for these two departments



Lifestyle:

Lifestyle is a sister firm for Max Fashion. Both the companies come under Landmark Group. But in the business world Lifestyle store is a competitor for Max Fashion store. Lifestyle was founded in the year 1999 and it is headquartered in Bangalore. The first store was launched in Chennai and currently operated in 26 cities with 43 stores across India.

- Again, here also I felt that Lifestyle is a threat to Pantaloons more than Max. The store is very similar to Pantaloons in terms of layout and products offered.
- The store felt premium with very good ambience inside the store.
- There was huge range offered in every department.
- Again, women's wear had huge range, still men's department had lot of choices compared to another store.
- It had very popular brands like Gini and Jony, Ginger, Nike, Reebok, Lego, and Biba. These many popular brands were not offered in any other store that I visited.



CUSTOMER ANALYSIS

POTENTIAL CUSTOMER OF MAX FASHION:

The target audience for Max India is primarily is contemporary middle-class family and young working couples within the age group of 25 to 35 yrs. As Max has positioned itself as a youth brand, it also targets teenagers and college students within the age group of 18 to 24 years. Max is reaching out to customers in Tier II towns through brand initiatives like Max Fashion Icon which addresses the aspirations of the stylish youth of the city and Max Little Icon which captures the interest of family-oriented markets.

INFLUENCER AND CONSUMER OF THE PRODUCT OF MAX FASHION:

This is a broad term for individuals that use products and services that are generated in the economy. They are the ones who consume the products or services they have bought or were bought for them. They use these products based on what they have heard or seen and apply all the information were deciding whether they need the product or not. Customer are the people who buy goods and merchandise.

They are constantly looking for good deals and discounts to save money and make the economy better. Despite their similarities, they also have their own differences.

BUYING PROCESS:

The Customer Buying Process (also called a Buying Decision Process) describes the process your customer goes through before they buy your product. Understanding your customer's buying process is not only very important for your Sales people, it will also enable you to align your sales strategy accordingly. The process has been interpreted by many scholars over the years; however, the five stages framework remains a good way to evaluate the customer's buying process. John Dewey first introduced the following five stages in 1910.

1. Problem/Need Recognition:

This is often identified as the first and most important step in the Customer's Decision Process. A purchase cannot take place without the recognition of the need. The need may have been triggered by internal stimuli (such as hunger or thirst) or external stimuli (such as advertising or word of mouth).

2. Information Search:

Having recognized a problem or need, the next step a customer may take is the Information Search stage, to find out what they feel is the best solution. This is the buyer's effort to search internal and external business environments, to identify and evaluate information sources

related to the central buying decision. Your customer may rely on print, visual, online mediator word of mouth for obtaining information.

3. Evaluation of Alternatives:

As you might expect, consumers will evaluate different products or brands at this stage based on alternative product attributes those which can deliver the benefits the customer is seeking. A factor that heavily influences this stage is the customer's attitude. Involvement is another factor that influences the evaluation process. For example, if the customer's attitude is positive and involvement is high, then they will evaluate several companies or brands; but if it is low, only one company or brand will be evaluated.

4. Purchase Decision:

The penultimate stage is where the purchase takes place. Philip Kotler (2009) states that the final purchase decision may be 'disrupted' by two factors: negative feedback from other customers and the level of motivation to accept the feedback. For example, having gone through the previous three stages, a customer chooses to buy a new telescope. However, because his very good friend, a keen astronomer, gives him negative feedback, he will then be bound to change his preference.

5. Post Purchase Behavior:

In brief, customers will compare products with their previous expectations and will be either satisfied or dissatisfied. Therefore, these stages are critical in retaining customers. This can greatly affect the decision process for similar purchases from the same company in the future, having a knock-on effect at the Information Search stage and Evaluation of Alternatives stage. If your customer is satisfied, this will result in brand loyalty, and the Information Search and Evaluation of Alternative stages will often be fast-tracked or skipped altogether. Based on being either satisfied or dissatisfied, it is common for customers to distribute their positive or negative feedback about the product. This may be through reviews on website, social media networks or word of mouth. Companies should be very careful to create positive post-purchase communication, to engage customers and make the process as efficient as possible.

WHERE AND HOW CUSTOMER BUY:

WHERE- customers can buy products in many places, including:

- online
- through a smartphone app
- at retail locations
- through a sales professional

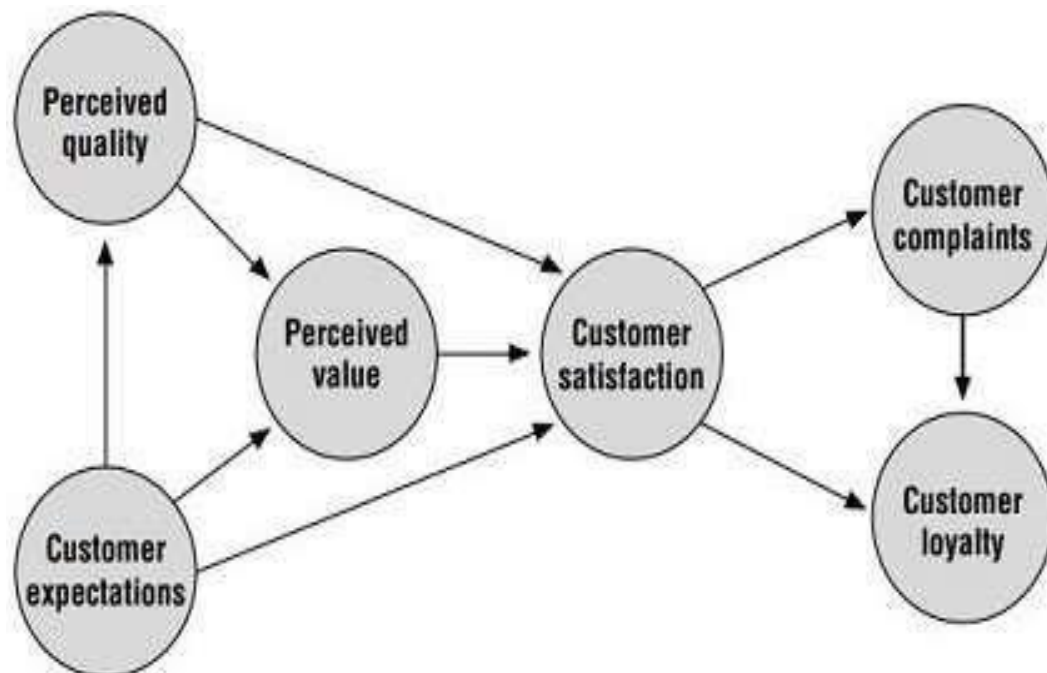
- directly from brands
- in retail chains

HOW- Consumers go through distinct buying phases when they purchase products:

- realizing the need or want something,
- searching for information about the item,
- evaluating different products,
- choosing a product and purchasing it,
- using and evaluating the product after the purchase, and
- disposing of the product

CUSTOMER SATISFACTION:

Customer satisfaction is very important point in any organization as it can result in customer loyalty and retention. It is a measurement to determine how well a company's product and services meet customers' expectations. Loyalty and knowledge are very important parameters in order identify the actual needs of the customer especially in apparel industry where the dynamics changes with every day.



Chapter- 4

ACTUAL WORK DONE

Intern was a part of the Marketing, Operations for the Organizational Study of each department. Interactions with my guide about the company's strengths, weakness, opportunities, and threats essentially gave quality information about the industry.

Maintaining the Reports that shoes the work done during the sip are given below:

- ❖ Observing the 7 concepts of the Max Fashion.
- ❖ Identify all the departments, products, price, and brands.
- ❖ Customer handling.
- ❖ Kids and Indian wear department handling.
- ❖ Scanning and arranging new stock in the display and DST.
- ❖ Collecting customers data from the landmark rewards.
- ❖ Calling to the customer for talking about the offers.
- ❖ Explain to the customer about the Max buddy and Max elite.
- ❖ Collected and verified the sales achievement and target on daily basis.
- ❖ Collecting some internal data like the analysis of this year and previous year puja target and achievements.
- ❖ Learning the billing process.
- ❖ I have done big bill.

LEARNING

- **Overall knowledge gained from the internship.**

The 30 days internship helped me to gain knowledge and understanding about the standard operations of retail stores and various departments in the organization.

- As an Intern, I got an opportunity to work closely with the Operations, Finance and Marketing departments of the organization.
- Intern could understand store operations whole departments.

- **Analysis of Achievement v/s Objective**

If I analyze my objective with the achievements I have gained during my internship, I can say that I have gained more than my objective. Interns have gained knowledge about many things like retail store operations and activity, marketing strategy and main thing is customer handle etc.

- **Major areas where the concept can be practically used.**

The task carried out by myself about various parameters of the customer service and how it can be improved by paying more attention to the customer's needs and want, help me in delivering the best of my efforts in increasing the satisfaction level of the walk-in customers. It can be used in all the retail industry or sector.

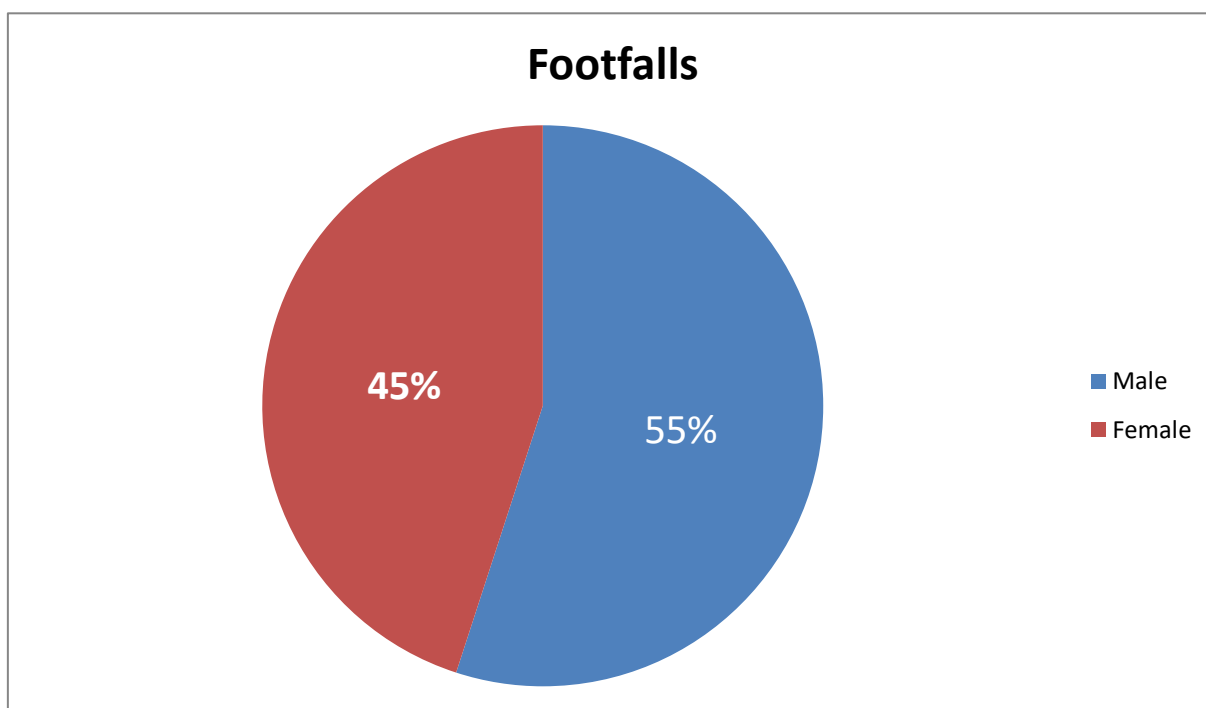
ANALYSIS

1. Customer visit to the Max Fashion in the month of June.



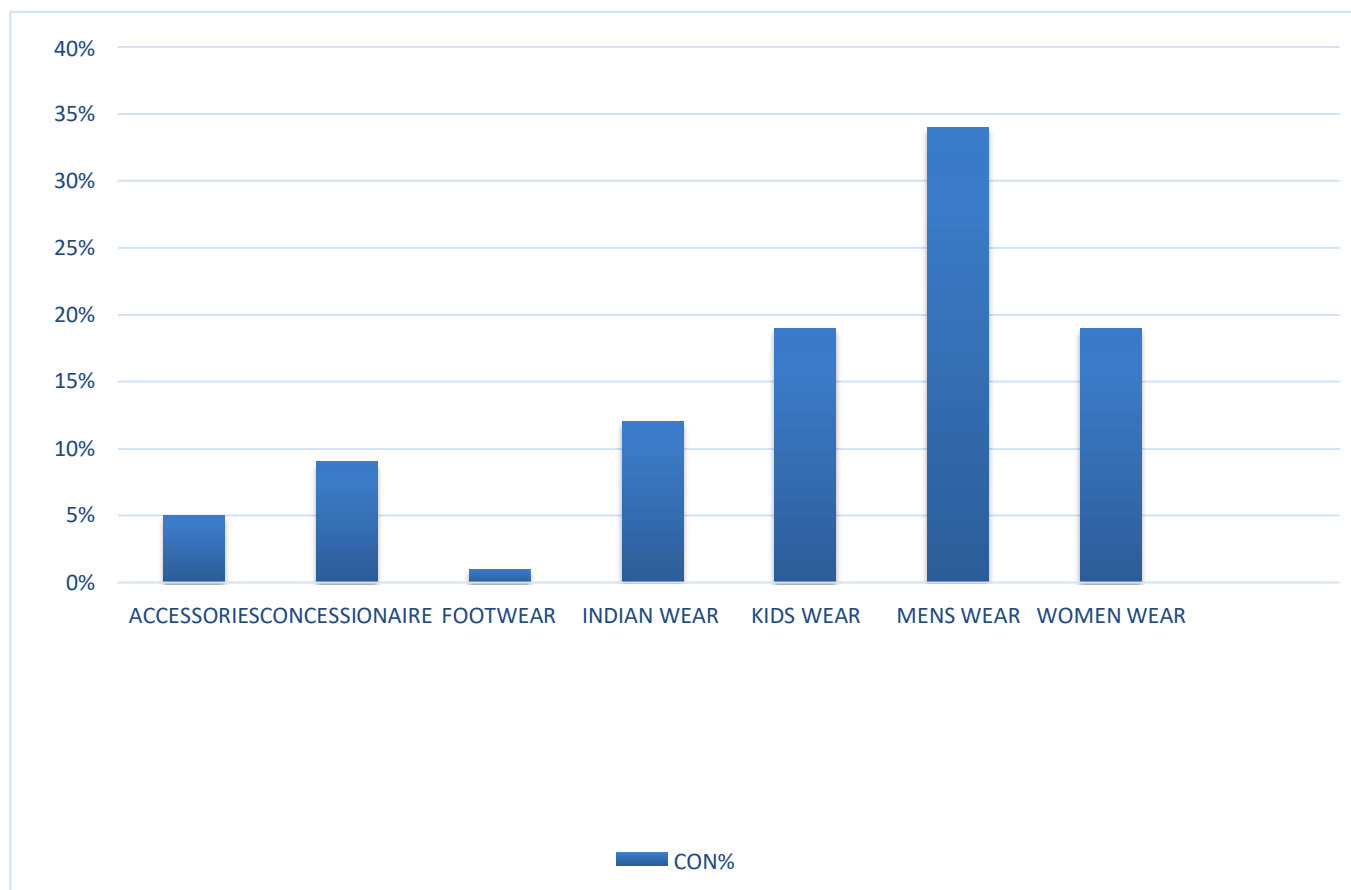
2. Footfall Of Customer:

Total footfalls	100%
Male	55%
Female	45%



3. **Contribution of department:**

DIVISION	CON%
Accessories	5%
Concessionaires	9%
Footwear	1%
Indian wear	12%
Kids wear	19%
Men's wear	34%
Women wear	19%

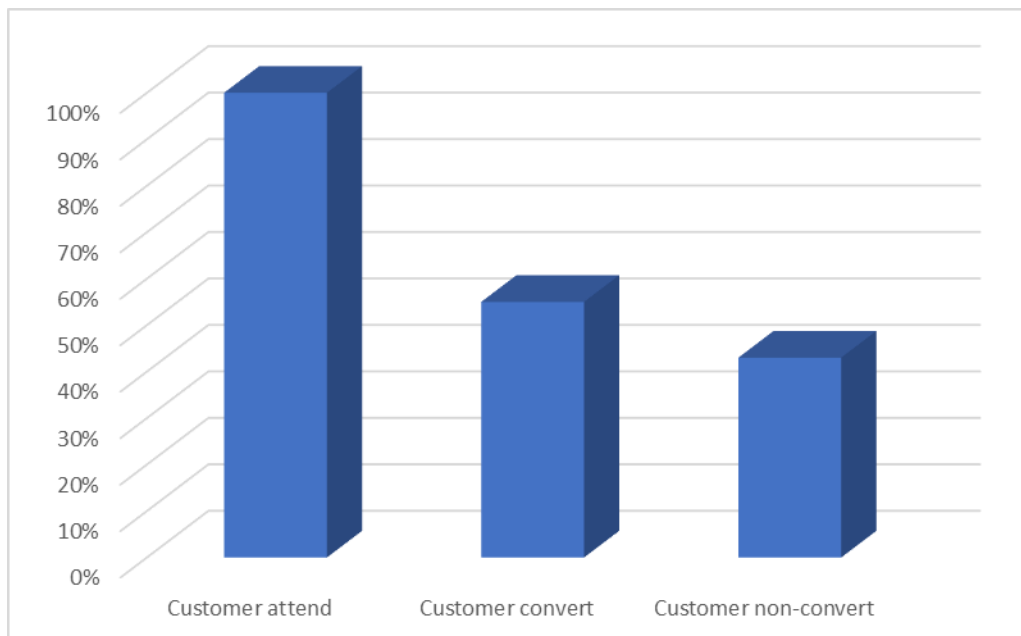


3. Comparison Of EOSS achievement of Max Fashion:

	TY TGT	TY ACH	ACH%
06-June-23	2.04	1.8	88%
07-June-23	2.04	0.85	42%
08-June-23	2.26	1.1	49%
09-June-23	2.39	2.13	89%
10-June-23	3.34	3.31	99%
11-June-23	1.73	1.39	80%
12-June-23	1.81	1.52	84%
13-June-23	1.89	1.36	72%
14-June-23	2.00	1.28	64%
15-June-23	2.38	2.68	113%
16-June-23	4.68	3.36	72%
17-June-23	7.01	6.43	92%
18-June-23	6.68	6.61	99%
19-June-23	2.34	1.49	64%

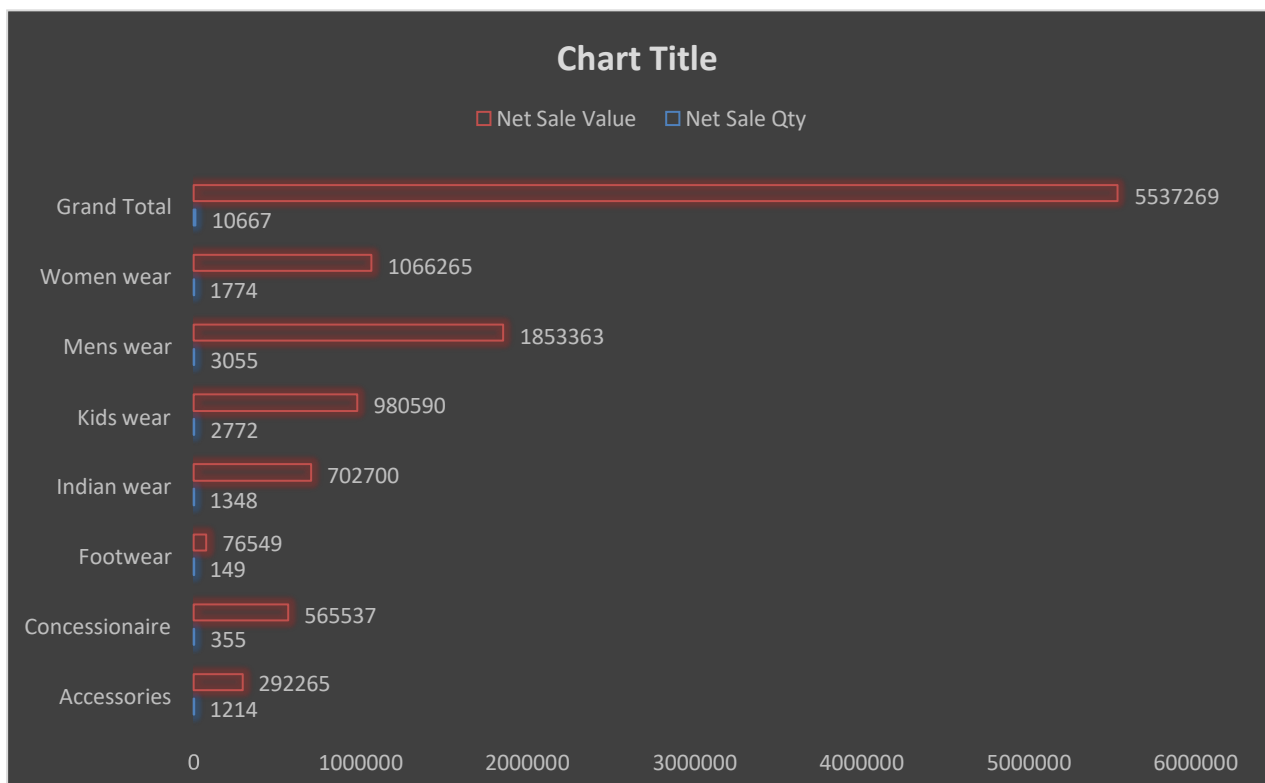
4. **Customer attend and convert:**

Customer attend	100%
Customer convert	55%
Customer non-convert	43%



5. **Total sale in the month of June:**

Division	Net Sale Qty	Net Sale Value
Accessories	1214	292265
Concessionaire	355	565537
Footwear	149	76549
Indian wear	1348	702700
Kids wear	2772	980590
Men's wear	3055	1853363
Women wear	1774	1066265
Grand Total	10667	5537269



FINDINGS

Based on the data gathered the following observations are made:

- Max Fashion has excellent percentage of customers satisfaction.
- Customer prefer more of online mode of shopping.
- Most of the consumers are satisfied by Max Fashion products.
- Based on colors preference and patterns most of the consumers preferred bright colors and checks, stripes, and Multiple patterns.
- Most consumers like to buy products of Max Fashion are- T-shirts, shirts, sweatshirts, sweaters And Kurtis, and other traditional wear.
- Most consumers want quality attribute in products.
- More vibrant colors, warm colors of the products are what customers preferred more.
- Most of the customers were looking for more well-known brands, where Max Fashion concentrating on their own private labels.
- All the merchandise was not arranged according to their sizes.
- Some types of works like rebranding the different stalls in the store, electric works happening in the store in the working hours creating disturbance to the customers.
- Customers in the kid's section feel that the collections for kids must be increased as the sizes of some products are not available.
- Some customers are asking for the other brand Footwear, Backpacks and Handbags.

Chapter- 5

SUGGESTION

- ❖ All the sizes must be made available in the stores. So, max will not lose out some customers.
- ❖ More popular brands must be kept in the store, more customers were asking for that brand.
- ❖ All the customer must be asked to write their feedback.
- ❖ All types of works which were happening in the stores must be done before or after the working hours of the store.
- ❖ Collections in kids wear section can be increased.
- ❖ I would like to suggest to have seating arrangements in the store for the customers.
- ❖ I want to suggest that some employees of the store need to sincere about their work.

CONCLUSION

The past 4-5 years have seen increasing activity in retailing. And, various business houses have already planned for few investments in the coming 2-3 years. And though the retailers will have to face increasingly demanding customers, and intensely competitive rivals, more investments will keep flow in. And the share of organized sector will grow rapidly. Retailing in India is surely poised for a takeoff and will provide many opportunities both to existing players as well as new entrants. The country is witnessing a period of boom in retail trade, mainly on account of a gradual increase in the disposable incomes of the middle and upper middle-class households. More and more corporate houses including large real estate companies are coming into the retail business, directly or indirectly, in the form of mall and shopping Centre builders and managers. New formats like super markets and large discount and department stores have started influencing the traditional looks of bookstores, furnishing stores and chemist shops. Lastly, I want to conclude my project

Max Fashion is well known for its quality products and service. I understood the product knowledge, and the documents required guidelines of visual merchandising and the company standard operating procedures. There was also the learning of the various aspects of visual merchandising and displaying the merchandise and dressing of mannequins. I also experienced

how to handle different types of customers and understood the process for billing a product and the procedure for exchanging a product. I would like to convey that the internship was carried smoothly I gained a lot of knowledge. I would like to conclude that research has helped me to gain knowledge in fields of retailing. The manager and the staff of Max Fashion have been a pillar in supporting and guiding me through this internship. I would like to thank the college and the company for giving me such a wonderful opportunity of doing this summer internship.

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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