max

LOOK GOOD. FEEL GOOD.

CURRENT ORGANIZATION AND OPERATIONS

Launched in the UAE in May 2004, Max was established in India in 2006, opening its first store in Indore. Now, Max India has a reach that extends to over 60 cities. Boasting a loyal customer base of over 5.5 million, Max is the most profitable value fashion format in the region.

Max offers apparel, footwear and accessories for the entire family - women, men and children. Customers can expect a world-class shopping environment stocking the latest in international fashion from around the globe, as well as Max's own label of in-house designs in carefully chosen colour palettes. Shoppers enjoy great prices on an excellent range of over 3,000 styles every season, in brand new designs, silhouettes and fabrics.

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

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.

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As one of the world's largest fashion retailers, covering the Middle East, Asia and Africa,
Max offers career opportunities for hard-working men and women. Max attract and retain the best people because they provide professional growth opportunities in every field, market and territory.
The cornerstone of our success is our pool of high-calibre, talented people from a diverse range of backgrounds and nationalities.

190Million
products for women, men and children sold annually.

6Million sq.ft
of retail space dedicated to trendy value fashion.

340+Stores
across the Middle East, North Africa and India.

6,000+ Employees
helping us deliver real value to our customers.
Apply online today
Take a look at the positions they have available to find the one that suits your skills and experience. If you can't find a vacancy but think you'd be a great fit, email your resume at careers@maxfashion.com.

TECHNOLOGIES USED

Max Fashion Software Purchases and Digital Transformation Initiatives

Discover the latest software purchases and digital transformation initiatives being undertaken by Max Fashion and its business and technology executives. Each quarter our research team identifies on-prem and cloud applications that are being used by the 8000 Max Fashion employees from the public (Press Releases, Customer References, Testimonials, Case Studies and Success Stories) and proprietary sources.

During our research, we have identified that Max Fashion has purchased the following applications: SAP. Commerce cloud for eCommerce in 2017, Oracle retail for Retail Management in 2011, Zen-desk chat for Chatbots and Conversational AI in 2017 and the related IT decision-makers and key stakeholders.

Our database provides customer insight and contextual information on which enterprise applications and software systems Max Fashion is running and its propensity to invest more and deepen its relationship with SAP , Oracle, Zendesk or identify new suppliers as part of their overall Digital and IT transformation projects to stay competitive, fend off threats from disruptive forces, or comply with internal mandates to improve overall enterprise efficiency.

TECHNOLOGIES USED

Category	Market
Chatbots and Conversational AI	Artificial Intelligence
Collaboration	Collaboration
Application, Web and Enterprise Search	Content Management
Customer Experience	CRM
Data Management Platform	CRM
Customer Engagement	CRM
eCommerce	eCommerce
Personalization and Product Recommendations	eCommerce
Retail Management	ERP Services and Operations
Application Hosting and Computing Services	IaaS
Content Delivery Network	IaaS
Application Performance Management	ITSM
Transactional Email	PaaS
Transactional Email	PaaS

CONSUMER DEMAND

- Demand for Personalizatio is important to today's consumer. ...
- Demand for Sustainability. ...
- Demand for Quality and the Demise of Brand Loyalty.

The history of fashion industry in India is an economy that is growing eventually. There were times in the past that there was more demand of fashion products than made and provided. Such instances gave power to the manufacturers. Gradually the competition increased and consumers had more choices. Consumers then and now have the income to influence the fashion market by their buying decisions. Being a price conscious market, India always demanded cheaper products, constant availability, convenience and pleasant shopping experience. As a result from demand push the market focus shifted to demand pull. Fashion firms have also been spending on mass advertising in order to create demand. The ultimate aim of any firm behind advertising is to create a "brand" that is preferred over other brands. Being a populous country not every advertising source impacts the consumers the desired way. If the public is not ready for it or is tired the impact can go negative too.

— **Community**: considering the soap series on general entertainment channels representing diverse cultures, people have started connecting to their respective communities.

— **Travel**: change in the work profile of many professionals, people are opting for clothes that are wrinkle free and packable.

— **Family** first: gradually people have started spending not on just fashion but on household things as well.

— **Work at home**: many people are trying to start either a business of their own or work from home than going to an office.

— **Computers and internet**: online shopping is taking grip slowly

— **Cocooning**: people have started to prefer to stay away from any crime and malpractice. They prefer to stay at home, have leisure time and value their privacy.

— **Overwhelmed consumers**: stressed consumers have busy schedules. They are overwhelmed with too many choices of merchandise available.

The value fashion retailer Max Fashion has partnered with the advertising platform Mcanvas for the launch of its new advertising formats: **Scroller, Sticker, Spotlight, and Streambox**

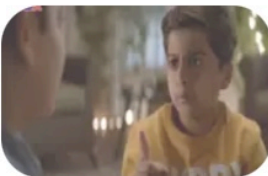**How Max found a long-term, reliable partner in Disney+ Hotstar for their branding efforts**

Industry

Campaign Trail: Work That Works

Advertising

Max Fashion announces 'Max Diwali Khushiyon Wali' campaign

Advertising

Max Fashion launches 'wall of kindness' initiative

Marketing

Max Fashion launches on Amazon Fashion India

Advertising

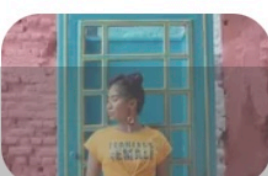**Campaign Trail: Work That Works**

Advertising

Of damp squids and sparklers: Do this year's Eid campaigns make the cut?

Advertising

BE Exclusive: Max Fashion invests Rs 10 crore in its new campaign, aims to clock sales worth Rs 3,600 crore in FY19

FASHION EVENTS IN MAX

2019

MAX FASHION EVENT

highheelconfidential.com

CONCLUSION

After the research work i found out there were no such differences in fashion events of max fashion except the celebrity guests ,no such govt rules and regulations were mentioned. Technologies used are same in events except some new applications launched in recent years .