CASE STUDY ON

max
Look good. Feel good.

Children's Wear
Ladies Wear
Men's Wear
Footwear
Accessories

THE LARGEST VALUE FASHION BRAND IN THE MIDDLE EAST.

iBonus
SMARTCARD SYSTEM

Synopsis:

Max Retail is member of The Landmark Group, founded in 1973 with a single store in Bahrain has grown into one of the largest retail conglomerates in the Middle East and is expanding rapidly in India. It currently operates over 900 stores. In addition to its retail sector, the Group has also diversified into leisure, food, hotels and electronics and has created a comprehensive infrastructure including its own logistics and distribution division, to support its retail operations and other businesses.

Detail:

Max a value retail store for the family was launched in May 2004 in the UAE.

With stores that typically measure between 25,000 to 30,000 sq. ft, Max retails its own label clothing for men, women and children as well as footwear and home ware.

A pioneer in the Middle East of the global trend of delivering quality and value at very attractive prices, Max is being increasingly recognized as a key player in the value retail format.

A good shopping experience and great value is an assurance that translates into making customers "Look good. Feel good" with Max.

iBonus System matched the pace of fast deployment as required by them, and was ready to use in record 1 week time Duration.

For all Max retail stores , speed of transactions and downtime could be major factors which determines winning or losing. They may need to settle and update Prepaid Balances to all prestigious customers during final Bill settlement. iBonus Prepaid System, as an off-the-shelf system, have successfully been deployed in their all Stores with 15 Terminals and 5000 cards initially in record 3 Days time. iBonus System managed to survive in the rugged environment and is providing required speed to finish the transactions in record time.

Bonus Prepaid Terminals were used as prepaid Sub System for Discount card applications. iBonus Terminals were automatically deducting Prepaid balances during each purchasing. This way Max Management and Customers enjoys win-win situations.

iBonus generic version has 95% of what this project is needed. Based on the core of journal database, card replacement, repair and renew and all other rugged software design,. Technical Consultant team at AVI INFOSYS LLC managed to design and deploy the specification based on policies of Client.

Many customers of iBonus System find that the generic version can suit their need. Based on its robust data handling algorithm, even customization is needed, this can be done very quickly while maintaining its beauty, thereby lowering the cost of customization.