

# Max Promotion and Sale

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## Abstract

Max is one of the largest fashion network in Gulf country. In this work, we would like to describe several promotion offered by max. The promotion shows interesting opportunity to obtain high quality of clothings. Some products are reported to be sold at price of 3 SARs for footwear and 5 SAR for men shirt <sup>1</sup>.

## Introduction

Mac was known as City Max. The brand changes its name a few years ago. Despite of its 'Max' name, the store offers affordable quality fashions. The logo of the Max can be seen in Figure 2.

## Overview

We organize this leaflet as following. We start with the introduction to discuss the background and existing Max stores. In the second section we describe Max store branches. The third section involves the Max products. The discount is discussed on the fourth section. The conclusion and future discount are described on the last section.

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Figure 1: Max Store in Amwaj Mall Khobar during sale



Figure 2: Internal of Max Store in Amwaj Mall Khobar during sale looks unarranged due to the customers



Figure 3: Price banner in Khobar Mall

## Store Locations and Timing

We can find Max store in many locations in Khobar and Dammam. Amwaj Mall, Khobar Mall, Othaim Mall, Corniche, and Al Fanar Mall have Max Store Inside the mall. The sale usually starts in the beginning of summer on the middle of April until middle of May every year. But during Eid, there will be another sale and one more sale on end of year.<sup>1</sup> The sale duration is approximately 32 days.



Figure 4: Shirt in Max store is only 5 SAR

Figure 3 shows the promotion banner at Khobar Mall. The store opens from 4 PM every day. The price in this store is always cheaper than any other store. Most Probably, other max branches deliver their unsold items to be sold in this branch.

## Max Products

Max products vary from footwear to cap or head accessories. During sales shirt as shown by figure 5 is sold only 5 SAR and footwear like in figure 5 is sold by only 3 SAR.



Figure 5: A footwear during sale is only 3 SAR



Figure 6: Bag for school is only 10 SAR

## Discount and Sales

### Notations

We define the following formula to calculate the price after discount.

$$P_d = (1 - d)P_o \quad (1)$$

where  $P_o$  and  $P_d$  are the price before and after discount respectively. The discount in percentage is denoted by  $d$ .<sup>23</sup>

For instance, this suit price is  $P_o = 100$  SAR. Since the discount is 50%, the final price is 50 SAR.

### Great Sale

There are so many parameter to visualize the product price. To be able to visualize the correlation, we can use Principal Component Analysis.<sup>4</sup>

## Conclusions

Max as a top brand on fashion in Gulf Countries offers incredible sales to the customers. Make sure that you can visit the store and get the best product with lowest price.

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## Supporting Information Available

As disclaimer, we are not affiliated to Max.





Figure 7: Suit with 50% discount

## References

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