



## THE MARKET

Maxima is one of the very first companies to develop the concept of built-in wardrobes. Today, Maxima is the leading built-in wardrobe solutions provider in Malaysia. Maxima's fine designs offer not only elegance but also convenience and comfort. A Maxima wardrobe is the perfect fit for your home!

Maxima has nearly 20% of the domestic built-in wardrobe market in Malaysia and is well established in Thailand. To further increase sales, it has recently approached housing developers to make bulk purchases.



Built-in wardrobes reveal a great about the personality of the people who buy them. That is why Maxima wardrobes are styled to meet all your needs and requirements. The versatile use of space and size flexibility helps you to find a perfect fit for your room. With many designs for you to choose from, satisfaction is guaranteed.

Customers can also choose from a range of different woods and colours. You can select a white, black or silver frame to match the maple, beech, white or dark walnut wood. In any area of your home or office, a Maxima wardrobe functions beautifully and fits perfectly.

Maxima uses Australian technology and Malaysian ingenuity to produce wardrobes that truly suit the needs of every customer. The wardrobes provide the best use of space for your comfort and everyday use. The sliding doors use modern technology, including an anti-jump system that comes with a 10-year warranty.

And there is nothing quite like the words of a satisfied customer to prove a point. "I'm a straightforward, practical person who uses Maxima



wardrobes for very simple reasons," says Juliet, a senior executive at a home interior publishing firm. "They are practical, come in very stylish designs and look great."

## ACHIEVEMENTS

Maxima's Anti-Jump System won the international Australian Design Mark award.

Maxima is celebrating its fifth anniversary in Malaysia.

The company is the very first wardrobe specialist store in Malaysia to attain BS 4875, a certification that assesses the strength and durability of furniture.

## HISTORY

Maxima Master Co. Ltd was formed 11 years ago by Mr. Thanongsak Hutnuwat in Thailand, where the brand name was first registered. In Malaysia, Maxima Franchise Sdn Bhd was registered in 2001.



The founder set out to make Maxima a leading built-in wardrobe manufacturer and retailer where customer satisfaction always comes first.

The company has expanded rapidly. In 2001, the first showroom was opened in Taman Tun Dr Ismail. Two more followed the very next year and today Maxima has six showrooms, namely Taman Tun Dr Ismail, Subang Jaya, Ampang, Klang, Puchong and Ipoh.

Maxima first started producing the basic X-1000 Series and then developed the X-2000 Series, a luxurious range aimed at the top end of the market. The ultra-modern X-3000 Series is suitable for the young and trendy.

## THE PRODUCT

At Maxima, you can be sure to get the best products and superb service. The company offers free design consultations with their experienced professionals. They will discuss your needs and match them to the available space and budget. They pay close attention to detail and provide good after-sales service all the way through the warranty period.

The simplicity of designs and the versatile use of space help you find a perfect fit to match the specifications of your room. Maxima has also produced a new range of solid colour doors to match its existing line of wardrobes. For added interior design flexibility, these colour panels can be mixed and matched to create the exact door of your choice.

Also, screws instead of nails are used to assemble a Maxima wardrobe. This allows you to remove the wardrobe later if you choose. Just call Maxima to disassemble the wardrobe and then reassemble it in your new home. And should adjustments be needed, Maxima will do it for you.

In many homes today, a wardrobe's sliding doors jump or shift from the proper position, creating a

jammed or rough movement. However, you can be assured this will not happen with a Maxima wardrobe door. Their modern anti-jumping system includes rollers that are made of durable dust-proof plastic. Each sliding door can support 50kg. In fact, every part of the design is strong and durable. To put this to the test, the managing director of Maxima, Mr. S.N. Tai, lifted himself up on one of the hanging rods. It held his entire weight without the slightest problem. "It can easily hold 70kg," he said. "Now that's a lot of clothes hanging power!"

Maxima provides a full range of built-in wardrobes. Its products have a range of special features that appeal to customers, including:

- The Anti-Jump System with a 10-year warranty.
- Hanging rod and bracket that can hold more than 70 kg.
- 1mm ABS edging to prevent peeling.
- The floor to ceiling design provides maximum storage space.



- More than 101 door designs with matching modern frosted glass/mirror.
- Frosted glass/mirror with film to enhance toughness and prevent shattering
- Imported long-lasting drawer runners.

### RECENT DEVELOPMENTS

In an effort to stay ahead of the competition in the fast-changing world of built-in furniture, Maxima is working with German company Applikatio to build the revolutionary Space Solution System. The contract was signed in August 2006.



To meet increased demand, Maxima has moved its production facilities from its original base in Taman Perindustrian Tago to a new and spacious factory in the same area. It covers an area of 15,000 square feet and boasts the very latest equipment and technology, enabling Maxima to further improve the quality and design of its products. The new factory also provides an enhanced working environment

for the company's dedicated staff.

Maxima recently doubled the amount of floor space at its Taman Tun outlet and has also opened new stores in Ipoh and Puchong.

The Maxima X-2000 Series was launched in March 2006 and the Maxima X-3000 Series in October 2006.

### PROMOTION

Maxima advertises its products in newspapers and trade magazines. The company has also been featured in the local press and sponsors television programmes such as Casa Impian, Wanita Hari Ini and Sentuhan Segar.

The company also participates in home furnishing exhibitions like HOMEDEC I, HOMEDEC II and My Home Show and recently set up three advertising billboards in Ampang, Petaling Jaya and Klang.

In 2005, Maxima launched its Referral Campaign that rewarded existing customers who introduced their friends as customers with gifts. A redemption programme was introduced in 2006 that awarded points for each purchase made and for introducing new customers.

### BRAND VALUES

A world leader in intelligent built-in wardrobe design, Maxima provides smart solutions for contemporary lifestyles. Maxima's modern, functional products complement any room and guarantee the maximum use of the space available.



### THINGS YOU DIDN'T KNOW ABOUT MAXIMA

- Maxima's customer service is second to none
- Maxima aims to please. A customer once asked: "I have a lot of winter clothes. Is Maxima's hanging rod and bracket strong enough to them?" The salesperson answered: "I weigh 70kg. Are your clothes heavier than me?" The customer said no, so the sales person proceeded to do a series of pull-ups on the hanging rod. The order was signed on the spot!
- Maxima's X-3000 Series can be adapted for use as an entertainment unit in the living room
- The founder of Maxima, Mr. Thanongsak Hutaniwat, has more than 25 years' experience in the furniture business