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OfficeMax[®]



introduction



We are in a tough competitive environment.

OfficeMax®



Ultimately, all value is
created and derived
from ***customers.***

- 1,700 women
- Online panel
- Input to develop work

experience

Women control the majority of office purchasing...

Purchasing managers: 53%

Retail buyers: 58%

HR executives: >50%

Office managers: >50%

value platform

"I always buy more than I intended to at OfficeMax. I feel good if I can get out of there for less than \$100."



unique products that help her stay organized, express her personality and get more done

3 Inspiring Customer Experience

