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**MAHARASHTRA STATE BOARD OF TECHNICAL
EDUCATION – MUMBAI**

A

Micro-Project Report On

“Visit Individuals’ Exhibition, Trade Fair & Observe Business.”

Submitted by,

Suraj Jagannath Patil [51]

Guided by

Prof. S. R. Gaidhani,

Lecturer,

Department of Information Technology

Academic Year

2023-24

**MET’S INSTITUTE OF TECHNOLOGY - POLYTECHNIC
BHUJBAL KNOWLEDGE CITY, ADGAON, NASHI**

CERTIFICATE

This is to Certify that this report,
“Visit Individuals’ Exhibition, Trade Fair & Observe Business.”

Submitted by,
Suraj Jagannath Patil [27]

The students of Second year Information Technology Department
In 2023-24

As a part of project work as prescribed by
The Maharashtra State Board of Technical Education, Mumbai
And that I have guided them for the said work from time to time
And I found them satisfactorily progressive.

And that, they said work has been assessed by me and I am satisfied that
the same is up to the standard envisaged for the level of the course.

Prof. S. R. Gaidhani
Project Guide

Prof. S.B. Patil
Head of Department

Dr. R.S. Narkhede
Principal

ACKNOWLEDGEMENTS

We take this opportunity to express our deepest sense of gratitude and sincere thanks to those who have helped us in completing this task.

We express our sincere thanks to our Project Guide **Prof. S. R. Gaidhani**, Information Technology Department, who has given us excellent guidance, continuous Encouragement for the completion of this work. His kind assistance and constant inspiration will always help us in our future also.

We are very thankful to **Head of Department Prof. S.B. Patil** for encouraging us to undertake this project and he has taken keen interest in making the project and report absolutely flawless.

We are very thankful to **Principal. Dr. R.S. Narkhede**, for encouraging us to undertake this project and he has taken keen interest in making the project and report absolutely flawless.

PART A - Plan

“Visit Individuals’ Exhibition, Trade Fair & Observe Business.”

1.0 Brief Introduction

- **Origins of the Phenomenon:**

- The phenomenon of fairs, expositions, and exhibitions has deep historical roots, with its origins linked to language development.
- The word "fair" can be traced back to the Latin word "feria," which had dual meanings of "holiday" and "market fair." This term evolved from the Latin "feriae," which later took on the connotation of religious festivals.

- **12th Century Evolution:**

- During the 12th century, there was a notable increase in the significance of trade meetings.
- Fairs were commonly organized in proximity to churches, leading to the merging of the concepts of religious festivals and market fairs in the language of the time.

- **Emergence of "Exhibition":**

- The term "exhibition" made its appearance as early as 1649 and is derived from the Latin word "exposition," which means "displaying" or "putting on a show."

- **Purpose of Exhibitions:**

- Exhibitions are not mere collections of interesting objects brought together at a specific place and time; they represent complex human activities and enterprises.
- They are organized for specific reasons and with the goal of achieving particular outcomes.
- Exhibitions serve as a means of human exchange, where organizers and exhibitors communicate with visitors.

- **Expositions and Their Role:**

- The word "exposition" shares its origins with "exhibition" and has historical ties to old French.
- Expositions closely resemble exhibitions, often held in purpose-built facilities.
- They were typically organized by government departments or groups of entrepreneurs with government support, primarily aimed at promoting trade.
- Manufacturers were frequently invited to showcase their goods at expositions.

2.0 Aim of the Micro-Project

This Micro-Project aims at –

- Hands-on experience at exhibitions and trade fairs.
- Exploring the business world in miniature.
- Developing observation and analysis skills.
- Gaining insights into various industries.

3.0 Action Plan

S. No.	Details of activity	Planned Start date	Planned Finish date	Name of Responsible Team Members
1	Discuss with the subject teacher regarding the concept of “micro-project” which include in the I scheme.	14/02/2023	15/02/2023	Suraj Patil
2	Discuss with the subject teacher how to write a diary and report of micro-project.	21/02/2023	22/02/2023	Suraj Patil
3	Discuss with the subject teacher regarding the micro-project topic.	28/02/2023	01/03/2023	Suraj Patil
4	Searching Information Related to topic	07/03/2023	08/03/2023	Suraj Patil
5	Topic research and Implementation	19/03/2023	21/03/2023	Suraj Patil
6	Project Report Preparation	28/03/2023	29/03/2023	Suraj Patil

4.0 Resources Required

S. No.	Name of Resource/material	Specifications	Qty	Remarks
1	Computer system	Windows 11, 4gb RAM	1	-
2	Internet	Various Websites like www.business.com	1	-
3	Word 2013	-	1	-

PART B

“Visit Individuals’ Exhibition, Trade Fair & Observe Business.”

1.0 Brief Introduction

In this micro-project, we will delve into the fascinating world of exhibitions and trade fairs. These events are critical in the business world, offering unique opportunities to observe and understand various industries. As we explore individuals' exhibitions and trade fairs, we aim to gain valuable insights into how businesses operate within these settings. This project will not only enhance our knowledge but also provide practical experience in business observation.

- **What Individual Exhibition?**

- An individual exhibition refers to an event where a single person or entity, such as an artist, a company, or a collector, showcases their work, products, or collections. It's a platform for a single exhibitor to display and promote their offerings to an audience, typically in a specific location or venue.

- **What is Trade Fair:**

- A trade fair, also known as a trade show or expo, is a large-scale event where multiple businesses, organizations, and industry players come together to exhibit and demonstrate their products and services. Trade fairs serve as a platform for networking, marketing, and exploring business opportunities. They often focus on specific industries or sectors and attract a wide range of participants, including potential customers, investors, and professionals.

- **What is Observing Business:**

- Observing business involves studying and analyzing various aspects of how companies operate. This can include observing how they market their products, interact with customers, manage their operations, and make strategic decisions. It's a way to gain practical insights into real-world business practices, strategies, and dynamics by closely watching and learning from businesses in action.

2.0 Aim of the Micro-Project

- Hands-on experience at exhibitions and trade fairs.
- Exploring the business world in miniature.
- Developing observation and analysis skills.
- Gaining insights into various industries.

3.0 Actual Procedure Followed

S. No.	Details of activity	Planned Start date	Planned Finish date	Name of Responsible Team Members
1	Discuss with the subject teacher regarding the concept of “micro-project” which include in the I scheme.	14/02/2023	15/02/2023	Suraj Patil
2	Discuss with the subject teacher how to write a diary and report of micro-project.	21/02/2023	22/02/2023	Suraj Patil
3	Discuss with the subject teacher regarding the micro-project topic.	28/02/2023	01/03/2023	Suraj Patil
4	Searching Information Related to topic	07/03/2023	08/03/2023	Suraj Patil
5	Topic research and Implementation	19/03/2023	21/03/2023	Suraj Patil
6	Project Report Preparation	28/03/2023	9/03/2023	Suraj Patil

4.0 Actual Resources Used

S. No.	Name of Resource/material	Specifications	Qty	Remarks
1.	Computer system	Windows 11, 8gb RAM	1	-
3.	Internet	Various Websites like www.business.com	1	-
4.	Word 2019		1	-

5.0 Output

➤ Business Observation

- **Booth traffic:** How many people are visiting the booth? How are they interacting with the company's representatives? What products or services seem to be generating the most interest?
- **Lead generation:** How is the company collecting leads? What information are they gathering from potential customers? How are they following up with leads?
- **Sales process:** Is the company closing sales at the event? If so, what are the key steps in their sales process?
- **Marketing materials:** What marketing materials is the company using? Are they effective in communicating the company's value proposition?
- **Competitive landscape:** What are other companies in the industry doing? What are their strengths and weaknesses?

➤ Networking

Exhibitions and trade fairs are great places to network with potential customers, partners, and investors.

- **Be prepared:** Have a business card and a brief elevator pitch ready.
- **Be proactive:** Introduce yourself to people and ask them questions about their business.
- **Be helpful:** Offer to help people with their needs and problems.
- **Follow up:** After the event, connect with people on LinkedIn and send them follow-up emails.

➤ Market Insights

Exhibitions and trade fairs offer a unique opportunity to learn about the latest trends and developments in the digital marketing industry.

- **Attend seminars and workshops:** Many exhibitions and trade fairs offer seminars and workshops on a variety of topics. This is a great way to stay up-to-date on the latest trends and learn from experts in the field.

- **Network with industry peers:** Talk to other people at the event about their businesses and the challenges and opportunities they are facing. This can give you a better understanding of the overall market landscape.
- **Observe the competition:** What products and services are other digital marketing companies offering? How are they marketing their businesses? What are their strengths and weaknesses?

➤ **Communication Skills**

When interacting with people at exhibitions and trade fairs, it is important to be professional and articulate.

- **Be clear and concise:** When communicating with people, be clear and concise in your message. Avoid using jargon or technical terms that they may not understand.
- **Be enthusiastic:** Show that you are passionate about your business and your products or services.
- **Be a good listener:** Ask questions and listen carefully to the answers. This will help you to better understand the needs of your customers and partners.

➤ **Research Abilities**

Before attending an exhibition or trade fair, it is important to do your research. This will help you to make the most of your time and to connect with the right people.

- **List of exhibitors:** Who will be exhibiting at the event? What products and services will they be showcasing?
- **Seminar and workshop schedule:** What seminars and workshops will be offered at the event? Which ones are relevant to your business?
- **Networking opportunities:** Are there any organized networking events at the event? If so, how can you register?

➤ **Exploring the business world in miniature**

- Exhibitions and trade fairs are a great way to explore the business world in miniature. You can learn about different industries and sectors, and see the latest products and services that are being offered. You can also talk to business owners and entrepreneurs to learn about their experiences.

➤ **Developing observation and analysis skills**

- Exhibitions and trade fairs offer a unique opportunity to develop your observation and analysis skills. You can observe how different companies are marketing their products and services, and how they are interacting with potential customers. You can also analyze the competitive landscape and identify new opportunities for growth.

➤ **Gaining insights into various industries**

- Exhibitions and trade fairs are a great way to gain insights into various industries. You can learn about the latest trends and developments, and see the challenges and opportunities that businesses are facing. You can also talk to industry experts to learn from their knowledge and experience.

➤ **Understanding the economic impact**

- Exhibitions and trade fairs have a significant economic impact on the communities in which they are held. They generate revenue for hotels, restaurants, and other businesses in the area. They also create jobs and support the growth of the local economy.

➤ **Building a professional network**

- Exhibitions and trade fairs are great places to build a professional network. You can meet potential customers, partners, and investors. You can also connect with industry peers and learn from their experiences.

➤ **Staying updated on market trends**

- Exhibitions and trade fairs are a great way to stay updated on the latest market trends. You can see the latest products and services that are being offered, and talk to business owners and entrepreneurs to learn about their experiences.

6.0 Skill Developed / learning out of this Micro-Project

By participating in this micro-project, you will develop and acquire the following skills and knowledge:

- **Business Observation:** You will learn how to effectively observe and analyze businesses operating within the exhibition and trade fair context.
- **Networking:** You will have opportunities to connect with entrepreneurs, industry experts, and business professionals, expanding your professional network.
- **Market Insights:** You will gain insights into market trends, consumer behavior, and the competitive landscape.
- **Communication Skills:** Engaging with exhibitors and fellow participants will enhance your communication and interpersonal skills.
- **Research Abilities:** You will learn to research and gather information about industries, products, and services exhibited at these events.

Teacher Evaluation Sheet

Name of Student: Suraj Jagannath Patil

Enrollment No: 2107760321

Name of Department: Information Technology (IF)

Semester: 5-I

Course Title: Entrepreneurship development

Code: 22032

Title of the Micro-Project: Visit individual's exhibition, trade fair & observe business.

Course Outcomes Achieved:

- **Business Observation:** You will learn how to effectively observe and analyze businesses operating within the exhibition and trade fair context.
- **Networking:** You will have opportunities to connect with entrepreneurs, industry experts, and business professionals, expanding your professional network.

Sr. No.	Characteristic to be assessed	Poor (Marks 1 - 3)	Average (Marks 4 - 5)	Good (Marks 6 - 8)	Excellent (Marks 9- 10)
1	Relevance to the course				
2	Literature Survey / Information Collection				
3	Project Proposal				
4	Completion of the Target as per project proposal				
5	Analysis of Data and representation				
6	Quality of Prototype/Model				
7	Report Preparation				
8	Presentation				
9	Defense				

Micro-Project Evaluation Sheet

Process Assessment		Product Assessment		Total Marks
<u>Part A</u> - Project Proposal (2 marks)	Project Methodology (2 marks)	<u>Part B</u> - Project Report/Working Model (2 marks)	Individual Presentation/Viva (4 marks)	
				10

Note:

Every course teacher is expected to assign marks for group evolution in first 3 columns & individual evaluation in 4TH columns for each group of students as per rubrics.

Comments/Suggestions about team work/leadership/inter-personal communication (if any)

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Any Other Comment:

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Prof. S. R. Gaidhani– Lecturer in the Department

Signature.....