



Report

On

Commerce Trade Fair

Dated: 04-03-2024

The students of BBA participated in the Commerce Trade Fair that was held on 4th March, 2024 at NSCBM College Hamirpur. A Chat Bhandar stall was installed by BBA students there. It was aimed to showcase various chat delicacies and provide a unique culinary experience to the visitors.

- **Objective:** The primary objective of BBA Chat Bhandar was to offer a diverse range of chat items to cater to the taste buds of the attendees while also gaining valuable hands-on experience in managing a business venture.
- **Investment:** The stall was set up with an initial investment of Rs 1500, which was utilized for procuring ingredients, equipment, and decorations. The setup included a vibrant display of various chat items such as chana chaat, Tikki chaat , maggie , burger , kurkure chaat , french fries , soda, and more. The stall was adorned with colorful banners and attractive signage to attract visitors.
- **Operations and Customer Engagement:** Throughout the duration of the trade fair, the team efficiently managed the operations of the stall. Students actively engaged with customers, providing recommendations, and ensuring prompt service. The interactive approach helped in creating a welcoming atmosphere and fostering positive interactions with the visitors.



Quality and Hygiene: Maintaining high standards of quality and hygiene was paramount for BBA Chat Bhandar. Fresh ingredients were used to prepare the chat items, and stringent hygiene practices were followed during food preparation and serving. This focus on quality ensured customer satisfaction and trust.

•Marketing and Promotion: *To attract a larger audience, the stall utilized various marketing strategies. Social media platforms were leveraged to create buzz and promote the stall among the target audience. Additionally, word-of-mouth marketing was encouraged through exemplary service and delicious food offerings.*

•Financial Performance: *Despite the initial investment of Rs 1500, BBA Chat Bhandar managed to generate a net profit of Rs 1700 by the end of the trade fair. This impressive financial performance can be attributed to efficient cost management, strategic pricing, and a steady flow of customers throughout the event duration.*



Learning Outcomes: *Participating in the Commerce Trade Fair provided invaluable learning opportunities for the BBA students. They gained practical insights into various aspects of business management, including budgeting, marketing, customer service, and financial analysis. The hands-on experience equipped them with valuable skills that will be beneficial in their future endeavors.*

Conclusion: *In conclusion, the participation of BBA Chat Bhandar in the Commerce Trade Fair was a resounding success. The stall effectively showcased the entrepreneurial spirit and culinary prowess of the BBA students while also delivering a delightful experience to the visitors. The positive financial outcome, coupled with the valuable learning experiences, makes it a commendable achievement for the entire team.*

Details of Participants:

<i>S.no.</i>	<i>Name</i>	<i>Class</i>
1	<i>Aman</i>	BBA-6 th sem
2	<i>Nitin</i>	BBA-4 th sem
3	<i>Shymali</i>	BBA-2 nd sem
4	<i>Ridhi</i>	BBA-6 th sem
5	<i>Anuj</i>	BBA-6 th sem
6	<i>Pankaj</i>	BBA-6 th sem
7	<i>Sahil</i>	BBA-6 th sem
8	<i>Akshay</i>	BBA-6 th sem
9	<i>Sneha</i>	BBA-2 nd sem
10	<i>Parineeta</i>	BBA-2 nd sem
11	<i>Hussain</i>	BBA-4 th sem
12	<i>Nagita</i>	BBA-6 th sem
13	<i>Swati</i>	BBA-6 th sem