

CHAPTER ONE

INTRODUCTION

- 1.1 Background to the Study
- 1.2 Statement of Problem
- 1.3 Objective of the Study
- 1.4 Research Question
- 1.5 Statement of the Hypothesis
- 1.6 Scope of the Study
- 1.7 Definition of Terms
- 1.8 Justification of the study

CHAPTER TWO

LITERATURE REVIEW

- 2.0 Introduction
- 2.1 Trade Exhibition Defined
- 2.2 Concepts Of Trade Exhibition
- 2.3 Trade Exhibition And Advertising
- 2.4 Importance Of Trade Exhibition
- 2.5 Reason For Trade Exhibition
- 2.6 Importance Of Exhibition In Marketing Of Consumer Goods
- 2.7 Evaluation Trade Exhibition Results
- 2.8 Marketing Communication
- 2.9 Small & Medium Scale Entrepreneurship

CHAPTER THREE

RESEARCH METHODOLOGY

- 3.1 Research Design
- 3.2 Determination Of Population And Sample Size
- 3.3 Sampling Techniques
- 3.4 Data Collection Method
- 3.5 Research Instrument
- 3.6 Questionnaire Design
- 3.7 Validity
- 3.8 Reliability

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

- 4.1 Bio-Data Analysis
- 4.2 The Consumer
- 4.3 Test Hypothesis
- 4.4 Discussion of Findings

CHAPTER FIVE

5.0 Summary Conclusion & Recommendation

5.1 Conclusion

5.2 Recommendation

BIBLIOGRAPHY

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The origin and traditional background of trade fairs can be traced to the time when neither good communication network of security needed for the establishment of pertinent commercial relationship were easily obtain.

The first significant trade fair in Nigeria was held in 1960 to add glamour to Nigeria Independence Celebration, through with less business motives. The first trade fairs with international magnitude was held in 1977 and 60 countries attended.

Over the years companies have come to accept trade exhibition as an effective way of creating awareness and this invariably stimulate the demand for their product. Trade Fair or exhibition can be effectively used regardless of the product lifecycle but it will be better applied at the introduction stage of a product.

This will allow patient consumers to know the product use and its design. It is noteworthy that trade exhibition could be as small as one main exhibition in one room apartment, it can also be general or specialized exhibition, which could be held for commercial and non-commercial exhibition we are however interested in commercial exhibition. In recent time trade exhibition has gained prominence in the manufacturing industries. At present three international trade fair were held annually in Nigeria, Lagos, Kaduna & Enugu international trade fairs. These fairs are organized by the Nigerian Association of Chamber of Commerce & Industry Mines and Agriculture (NACCIMA).

The reason for organisation participation in trade exhibition as given by Christian Peterson (1972) are as follow:-

- It could be used to create positions impression on the mind of the potential buyers or to correct negative impressions.

- It could be used to serve as opportunity for a company without a regular sales force to show case their product to the public.

- Trade exhibition could be used to test marketing product pending commercialization.

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- Trade exhibition could be used to show trade prestige i.e. if a company want to be seen among it competitors as a leader.

- Trade exhibition is specifically use by small scale business to compete with large firm in already crowded business.

1.2 Statement of Problem

I have been encouraged to write on this topic because of the attitude of some business organisation who falls to realize and appreciate the role of trade exhibition play in the survival of any business organisation.

The negative attitude of organisation toward the use of trade exhibition of promote the image of the company's product has led to an increase level of imitation and life of many consumers are endangered and inadequate information about the organisation and its product.

1.3 Objective of the Study

The research study is directed towards finding out how effective trade exhibition is in marketing of consumer goods.

To know the extent trade exhibition has created awareness for the product of the manufacturer.

To know if trade exhibition can be used to forecast the demand for the company's product.

To know if trade exhibition achieve the objectives set by the company.

To know or determine trade exhibition contribution to consumer relationship with the company.

1.4 Research Question

This study shall address the following research questions:

- i. How often do you buy at trade exhibition?
- ii. Does trade exhibition create awareness for the company product?
- iii. Has trade exhibition influence consumer's decision to buy a product?
- iv. Does trade exhibition attract new consumer and increases the usages by existing consumers.
- v. Does trade exhibition increase sales productivity in small and medium scale entrepreneurship

1.5 Statement of the Hypothesis

This study shall address the following research questions:

H_0 : Trade exhibition have no impact on the company Sales.

H_1 : Trade exhibition has impact on the company's sales

H_0 : Trade exhibition does not create awareness for the company's product.

H_1 : Trade exhibition create awareness for the company product.

H_0 : That trade exhibition does not used to test in the market for consumer's product.

H_1 : That trade exhibition is used to test in the market for consumer product.

H_0 : Trade exhibition does not increase sales productivity in small and medium scale entrepreneurship.

H_1 : Trade exhibition increases sales productivity in sm0061ll and medium scale entrepreneurship

1.8 Justification of the study

Apart from the financial and time constraints that justified the scope of the a trade exhibition this study aims to get information about the effectiveness of trade exhibition in marketing consumer goods in Nigeria with special reference to a fast moving consumer goods like ANTINA beauty Soap. It is possible to know the effectiveness of trade exhibition in marketing of consumer goods, trade exhibition was a major factor that contributed to the increase in sale of a particular product that is engaged in the also creating potential awareness is always rekindie in case of old customer and customer. This marvelous marketing advancement is usually made possible and practicable by the effect of trade exhibition strategy employed by Loyalted Product Limited.

Trade exhibition has really contributed to the sale of company product as well as increasing turnover with the view that the personnel highly believed that trade exhibition has enormously contributed to the company progress.

1.5 Significance of Study

This research intend to throw light on the need for trade exhibition in marketing of consumer goods the finding of the study will therefore be used to:

Throw more light on how consumer react to trade exhibition and its benefit in term of informing them about the product and at the same time enhancing the company's product image.

The management of the company concerned will be able to know those that may arise as a result of competition.

It help the management of Loyalted Limited to really comprehend the benefit of trade exhibition.

1.6 Scope of the Study

The scope of study is exclusively restricted to the operation department marketing in small & medium scale entrepreneurship. However, it should not be misconceived that the study has no relevance to other organizations in Nigeria they are bound to face such problem considering the globalized nature of organizational environment.

The present study is limited to many aspects. Providing information of effective trade exhibition as a marketing tool in small & medium scale entrepreneurship. It is not possible to take into consideration each and every criterion in this study.

It will be very difficult to carry out the study of this nature virtually every company in

Nigeria (both public and private sector) in Nigeria. Hence, the researcher decided to enter her study on effectiveness of trade exhibition as a marketing tool in small & medium scale entrepreneurship. It covers all the various employees in the organization ranging from executive management, middle management, supervisors and the rest of the workers in the organization.

1.7 Definition of Terms

Brand Name:- This is a word letter or number which is bear able or can be realized given by a producer to a particular product to differentiate it from product of other producers.

Competitors:- These are people or organisation that seek to have an edge over their competitor by comparing either with good or services by producing goods of better and high quality and stressing the unique selling proposition of their product.

Products:- This is anything that can be offered to the market for use consumption or acquisition of their product can be tangible or intangible product are those cannot be seen.

Product Range:- This is production range of product that a company produces for consumption or offered to the market for use.

Consumer Goods:- These are goods offered to the market to be bought for direct consumption and not further processing before it can be used.

Exhibition: A Display of work of art manufactured goods and natural production for which people are expected to place order.

Infringement: An action which goes against take over the right of other.

Advertising:- This is any paid form of non-personal presentation and promotion of ideas goods ad services by an identified sponsor.

Promotion:- This is the communication to persuade or convince prospective consumers.

Personal Selling:- This is an oral presentation in a conversation with one or more prospective purchases for the purposes of making sales.

Publicity:- This is always in relation to the news about exhibition is part of.

Research:- This is an investigation or a search directed to the discovery of some fact by careful consideration or study of a subset

Sale Promotion:- This is short term incentives to encourage purchases or sale of product or service which trade exhibition is part of.

Target Market:- This is defined as consumer or group to which a form product or services is appealed to.

Precinct:- This is the amount of money (plus) that is charged on a product for an exchange.

Packaging:- This is the material used to wrap or protect goods from Spoilage and it is also used to pack good & product.

Trade: The business of buying & selling within a country or between countries.

Marketing Objective:- These are aims set to achieve by the management over a period it is usually customer oriented that the top management would want to accomplished.

Marketing:- A total system of interrelated organizational activities designed to plan, develop promote and distribute want satisfying product, services and ideas. It include all business activities necessary to affect transfer of ownership of goods and provide for their physical distribution form. Producer to the final consumer.

Consumers:- A consumer is a person that buy goods or product from another person, consumer can be divided into three (3) type these are:

- a. **Existing Consumer:-** These are regular buyer
- b. **New Consumer:-** These are new people buying the product for the first time.
- c. **No Consumer:-** Those that are not buying the product.

EFFECTIVENESS OF TRADE EXHIBITION AS A MARKETING TOOL IN SMALL & MEDIUM SCALE ENTREPRENEURSHIP

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