

**POSSIBILITIES AND POTENTIAL OF FORWARD INTEGRATION
STRATEGY FOR HANIF RAJPUT**



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DEDICATION

This Project is dedicated to our parents.

For their endless love, support and encouragement

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EXECUTIVE SUMMARY

Market is growing day by day and competition is increasing accordingly. There are so many businesses to study or to expand; it can be very hard to decide where to go, and what to do. In contemporary organizations, the event activity is a common feature of organizational life as compared to old organizations. The purpose of present project is to determine the possibilities and potential of forward integration for Hanif Rajput in establishment of Event Management. The project also identifies the customer satisfaction and appropriateness of Event Management. The SWOT analysis, customer analysis and marketing techniques are employed to conduct in depth analysis. The findings revealed that Hanif Rajput should adopt forward integration strategy to earn more market share and profitability. Most of customers know Hanif Rajput from more than 5 years. There are a number of opportunities available and most of customers organize or attend events once in a week. More market share can be captured by attracting these customers. The findings recommended that Hanif Rajput should advertise their Event Management Company because mostly customers know it as caterer. There is need of extensive advertisement to make it successful as event Management Company. Moreover, their marketing can use marketing tools presented in this project in order make successful marketing plan. The findings also recommended that they should focus on training of their employees because some customers complained about bad attitude of their staff. It is also recommended that Hanif Rajput should implement total quality management practices to be a market leader.

Key Words: Market, Event Management, SWOT, Customer Analysis