

A
PROJECT REPORT
ON



“EVENT MANAGEMENT”
WITH SPECIAL REFERENCE TO
“PEGASUS EVENTS PVT. LTD.”

SUBMITTED TO
SHIVAJI UNIVERSITY, KOLHAPUR
IN PARTIAL FULFILLMENT OF THE DEGREE OF
“BACHELOR OF BUSINESS ADMINISTRATION”

SUBMITTED BY
Ms. MADHURA SANJAY BAGADEKAR
UNDER THE GUIDANCE OF
MR. ASHISH BHASME
(MA, S.E.T.)

THROUGH THE GUIDANCE OF
VIVEKANAND COLLEGE KOLHAPUR

2018-2019

Seen
Ashish
15/4/19




DECLARATION

I undersigned declare that the project entitled "EVENT MANAGEMENT" with special reference "PEGASUS EVENTS PVT. LTD." is an original work written and submitted by me under the guidance of Mr. ASHISH BHASME. Finding in this report and conclusion drawn are based on the work done and data collected during the project work. The matter include in this report is not a reproduction of any other source.

I understand that any such copying is liable to be punished in a way that the university authority deem fit it.

Place: Kolhapur

Date:


Madhura Sanjay Bagadekar

(Research Student)





Pegasus Event Pvt.Ltd.

Dunhil Apartments, Ground Floor, Waroda Road, Next to Bird Song Cafe,
Ranwar, Bandra West, Mumbai – 400050 +91-85304 73332
info@pegasusevents.in

Date:20.01.2019

To whom so ever may concern

This is to certify that **Miss. Madhura Sanjay Bagadekar** Student of **Vivekanand College, Kolhapur** has successfully completed her summer training from 25.12.2018 to 20.01.2019 in the marketing department on the topic of event management with special reference to Pegasus Event Pvt.Ltd.

During the training period she was found to be very hard working sincere we wish her all the best for her future endeavour.



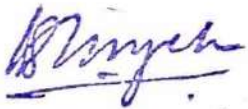
(Parag Gurav)

Gen. Manager(Mkt.)

CERTIFICATE

This is to certify that project report on "EVENT MANAGEMENT" with special reference to "PEGASUS PVT. LTD." Submitted by MS. MADHURA SANJAY BAGADEKAR in partial fulfillment of the requirement for the award of BBA degree to Shivaji University, Kolhapur is a genuine and benefitted work prepared under my supervision and guidance.

To the best of my knowledge and belief the matter presented in the report has not been submitted earlier to any university for similar purpose.



Dr.S. Y.Hongekar
PRINCIPAL
Vivekanand College
Kolhapur.



Mr.S.S.Kale
Co-ordinator, B. B. A
Vivekanand College,
(Coordinator)
Kolhapur.



Mr.Ashish Bhasme
(Guide)



ACKNOWLEDGEMENT

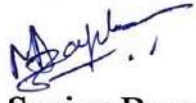
I sincerely express any gratitude to the management of “**PEGASUS EVENTS PVT. LTD.**” for granting me permission in organization to undergo my project work in organization.

I am expressing my deep gratitude to Mr. **Ashish Bhasme** for his scholarly guidance, valuable assistance and for constant encouragement to complete this project.

I remain highly indebted to my parents, friends and college for their hardworking assistance and encouragement in completing this project.

Place: Kolhapur

Date:


Madhura Sanjay Bagadekar

(Sign of Student)



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In 1950

management and
and development of

Firstly, analysis of
industry, its growth, and
its contribution to the
national economy. Secondly,
and thirdly, the role of the
state in the development of

The recent growth of the industry
means that the management of it
is vital, such as the total growth of
the industry in some cases, the whole quality

Chapter 1

Introduction to the study

1.2. Purpose of the study

The purpose of the study is to
provide the necessary information of
the industry, its growth, and its
contribution to the people

1.4. Objectives of the study

- 1. To understand the development of the industry
- 2. To study the progress of the industry
- 3. To study the role of the state in the development of the industry



1.1. Introduction:

Event management is the application of project management to the creation and development of festivals, event and conferences.

Event management involves studying the intricacies of the brand, identifying the target audience, devising the event concept, planning the logistics and coordinating the technical aspects before actually launching the event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry.

The recent growth of festivals and events as in industry around the world means that the management can no longer be ad hoc. Event and festivals, such as the Asian games, have a large impact on their communities and, in some cases, the whole country.

The industry now includes event of all sizes from the Olympics down to a breakfast meeting for ten business people. Many industries, charitable organizations, and interest groups will hold events of some size in order to market themselves, build business relationships, raise money or celebrate.

1.2. Purpose of the study:

The purpose of my study event management in Pegasus event is to review the increasing importance of event management practice in day's changing lifestyle of the people.

1.3. Objectives of the study:

- To understand the status of event management.
- To know the procedure of event management organization in Pegasus event.
- To study the 7p's in marketing mix strategies of Pegasus company



1.4. Hypothesis of the study:

There is a significant positive relationship between modernizations and practice of event management in today's context.

1.5. Research methodology:

The data both primary and secondary are used for the proper analysis of data. The primary and secondary methods of data collected were used.

A) Primary data :-

This is the data collected by the researcher from the company authorities. With the help of questioner & discussion.

B) Secondary data:-

Is not originally collected but unpublished sources is known as secondary data, like magazines, internet, company data services and newspaper, etc.

1.6 Scope of the study:

- The scope of the study is limited to the Pegasus event, Gandhi nagar , upper worli, fort Mumbai Maharashtra - 400013. For the period of one year.

1.7. Significance of the study:

- The study is importance for improving the effectiveness of retaining the customer.
- The study is important to get feedback direct from the customer.
- The study is important as it gives information about features, prospects, plans of the company.
- The study is important to aware a social message to people.

1.8. Limitations of the study:

- The study is limited for the local area. I.e. worli Mumbai.
- It is very short period to understanding the event management.
- We are not getting proper relevant literature.



1.9. Chapter scheme:**1st chapter**

Introduction to the study

- 1) In this, the researcher studied introduction of the project work, its purpose, objectives, scope, etc.

2nd chapter

Introduction to the organization

- 2) In this, the researcher studied the selected organizations introduction, its history, objectives, organizational structure, etc.

3rd chapter

Theoretical background

- 3) In this, the researcher studied the theory of event management in general.

4th chapter

Data analysis and interpretation

- 4) In this, the researcher analyses the study in the form of chart / table

5th chapter

Findings and observations

- 5) In this the researches study the findings and observation of the study.

6th chapter

Conclusion & suggestions

- 6) In this the researcher concludes the above study.

7th chapter

Bibliography



Chapter 2

Introduction to the Organization

Address: ...

Contact number: office - 422 295 4172, mobile - 9173 11149

Event manager: Mr. Adnan M. ...

Year of establishment: 2005

Website: www.PegasusEvent.in

Section: Type of event arrangement

Structure of the organization:



2.1. Introduction to Pegasus event:

Pegasus event is a full service event management company in Mumbai dedicated to quality and excellence. Since our establishment, we have continuously strived towards the flawless expectation of event. We manage event across all major cities in India and abroad.

No matter what your requirement may be, our first priority lies in gaining an in depth understanding of how your business works. What you hope to achieve, and what we can do to deliver results that exceed all expectation.

At Pegasus event, your money is important to you and as we insure cost-effective service accountability and flexibility. Most of all we treat your event like it is ours. Whatever your budget we have solutions you will not find elsewhere they are friendly, efficient and competitive and suet materials to make moment exclusive.

Owner: Mr. Adnan Morbiwala

“Turn your dreams into reality, thus making event moment memorable”.

2.2 Company profile:

Name of the company:-Pegasus event PVT.LTD.

Address:-Pegasus event PVT.LTD.

Tel. number; office:-022 2851 6177, mob:-9175707846

Owner/manager:-Mr. Adnan Morbiwala.

Year of establishment:-2005

Website:-www. Pegasus event.in

Section:-all type of event arrangement.

2.3 History of the organization:-

Established in 2005, Pegasus event is a full-fledged event management company, striving to create unparalleled event experiences. Our established

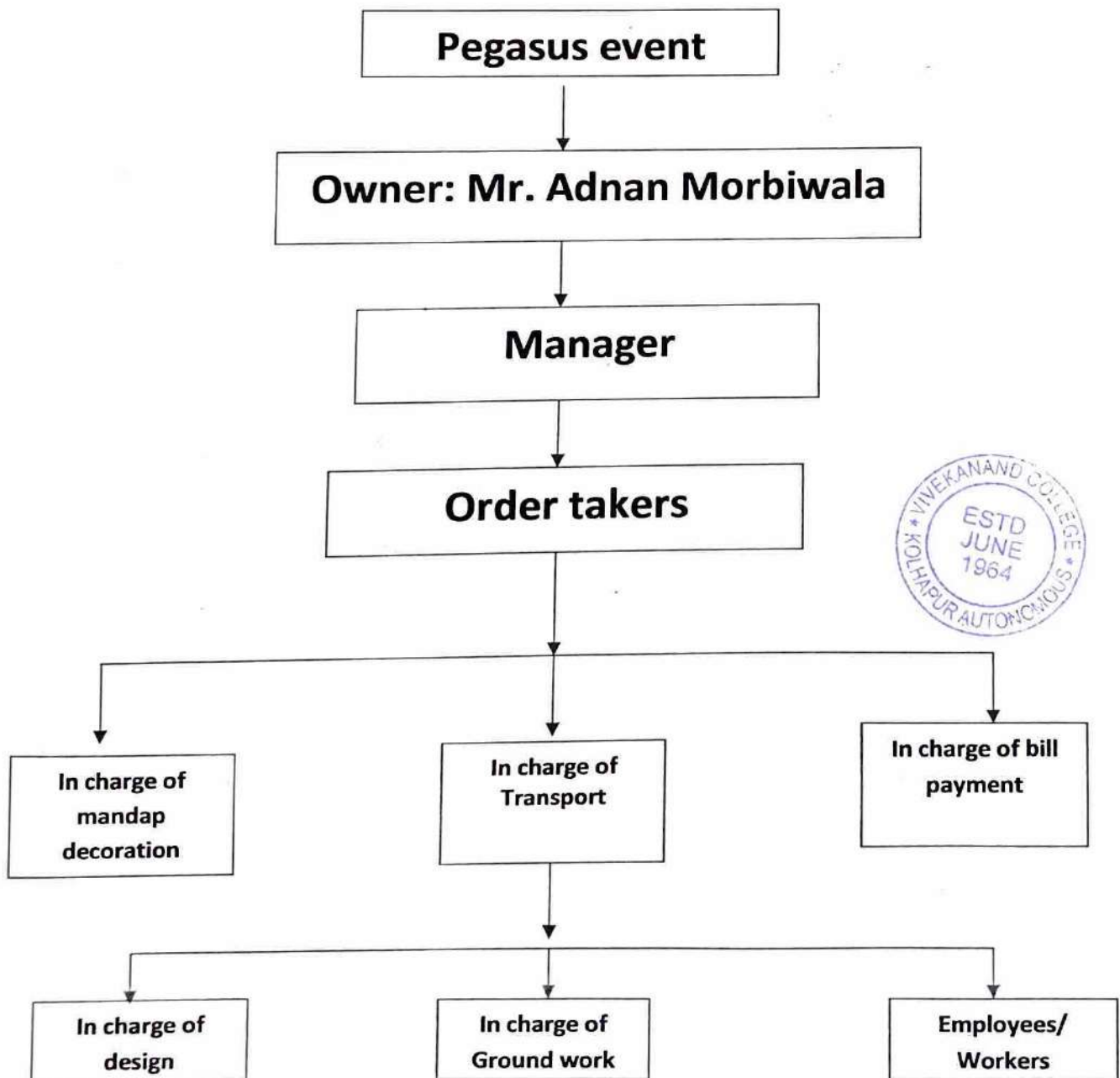


systems and processes ensure a seamless flow of work from beginning to end. We break barriers when we need to. And go that extra mile.

Although based in Mumbai, our capabilities go beyond national and international borders. Our expertise transcends industries. From auto, IT, & retail to financial services, tourism & F&B, We have made our mark as a company that exceeds expectations. We understand that one size doesn't fit all, and that is why your events are tailor-made to your requirements.

2.4. Organization structure:

The firm is sole proprietorship. The company is owned and organized by the owner/proprietor himself.



2.5. Important statistical information:

Pegasus event is five star decorator company in Mumbai. In last six years they organize more than 800 events.

• Last six years profit and loss statement:-

1. Different decoration were done like reception, mandap decoration, political stage decoration, company's opening ceremony, cocktail parties, wedding etc.
2. Profit is takes as per 50% margin in last six years all manufacturing was the main cause of the profit.
3. Loss due to the natural causes, due to heavy raining lot of material has been get damaged.
4. Material robbery.
5. Accident cause.

10% of the loss was faced by company in their margin.

2.6. TURNOVER OF PEGASUS EVENTS

1 ZONE WISE

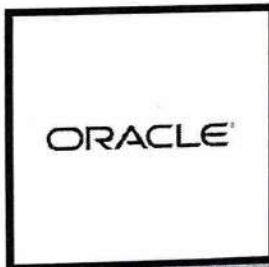
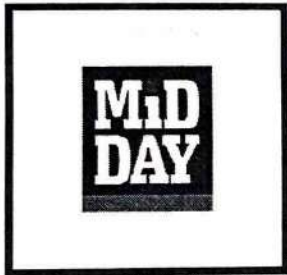
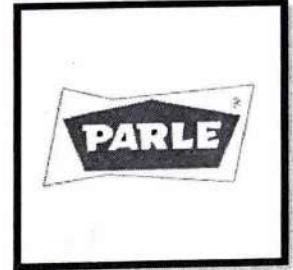
Particulars	2013-2014	2014-2015	2015-2016
Delhi	36 Lakh	46 Lakh	55 Lakh
Chennai	4 Lakh	7 Lakh	8 Lakh
Bangalore	55 Lakh	68 Lakh	75 Lakh
Mumbai	80 Lakh	95 Lakh	112 Lakh

It can be clearly seen that in the year 2015-2016 the turnover was high in Mumbai with 112 lakhs rupees whereas it was low in Chennai with just 8 lakhs rupees. While rupees Delhi it was 55 lakhs rupees and in Bangalore it



was 75 lakhs which is the second highest. It was observed that when it comes to domestic events Pegasus events target these four.

2.7. Client list



2.8. Futures prospects:

The Pegasus events have special team for future event management.

1. Developing new all modelings for making event look more attractive of precious.
2. Making attraction fountain theme mandap which can retain everybody's attention
3. Making more branches, divisions of Pegasus event all over India.
4. Implementing new advanced technology so event look fully upgraded.



1.1. Meaning and Definition

Events are celebrated to mark events and occasions. Events are therefore, one-time special occasions rather like jubilee. Therefore, highlights this celebratory nature of event to be a special event recognizes a unique moment in time with ceremony and rituals to satisfy specific needs. This opinion relates more to occasions like wedding, birthdays, inaugurations, religious, festivals etc. It does not consider activities like engineering exhibitions sports competitions, product launches etc.

Event management product launches etc. and management of an event, project or activity.

An event is something that happens. Not just exists somebody has to make it happen. Successful event only come about through action, some individuals getting things done.

Thus, events are described as those non routine occasions set apart from the normal activity of daily life of a group of people.

Chapter 3

Theoretical Background

"Definition":-

"To the customer, a special event is an opportunity for a leisure, social, or culture experience, outside the normal range of choice or beyond everyday experience. This definition is more relevant however still it includes the organizational events of various kinds."

Dr. J. Goldblatt :-

Dr. J. Goldblatt defines special event as "A unique moment in time celebrated with ceremony and rituals to satisfy specific needs."

3.2 Characteristics of events:

Uniqueness:-

Uniqueness is the key element of all events. The same event repeated many times, each event will have different participants, etc.



3.1. Meaning and Definitions:

Events traditionally mean rituals and ceremonies. Events are therefore, used to include celebration author like globate. Therefore, highlights this celebratory aspect of event in his a special event recognizes a unique moment in this with ceremony and rituals to satisfy specific needs. This opinion relates event to occasions like wedding, birthdays, inaugurations, religious, festivals etc. it does not consider activities like engineering exhibitions sports competitions, product launches etc.

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3.2 Characteristics of events:

Uniqueness:-

Uniqueness is the key element of all events. The same event cannot be repeated many times. Each event will have different participants, different



surroundings, different audience, different locations etc. while conducting an event we do not do something which is routine.

Perish ability of event:-

Events are tremendously perishable. The some event cannot be repeated in the same way. Even though certain events, may be standardized in nature like annual general meetings of a company. Still then each event is different and very much time- depended.

Intangibility:-

Events are intangible. When we attend a special event: we participate in the event activity. We experience the event activity, we join- enjoy and remember it but still there is nothing tangible that we get from the event. This intangibility is an important aspect of all service-activities.

Ritual and ceremony:-

Ritual and ceremony is a part of the event. In fact they make the event special. The lighting of Olympic torch to begin the Olympic Games: hammering the bell at Bombay stock exchange are the rituals which make these events special.

Ambience and services:-

The right ambience can make an event a grand success. An event with a wrong ambience will be a huge failure. The typical services to be offered to the participants of the event also affect the success potential of the event. A careful attention to all details ensures the success of the event.

Personal contact and interaction:-

People attending the event are a part of the event management process. They interact with each other and they are part of the whole experience people make the event enjoyable. A well decorated party hall will come to life only when it is full of guests.

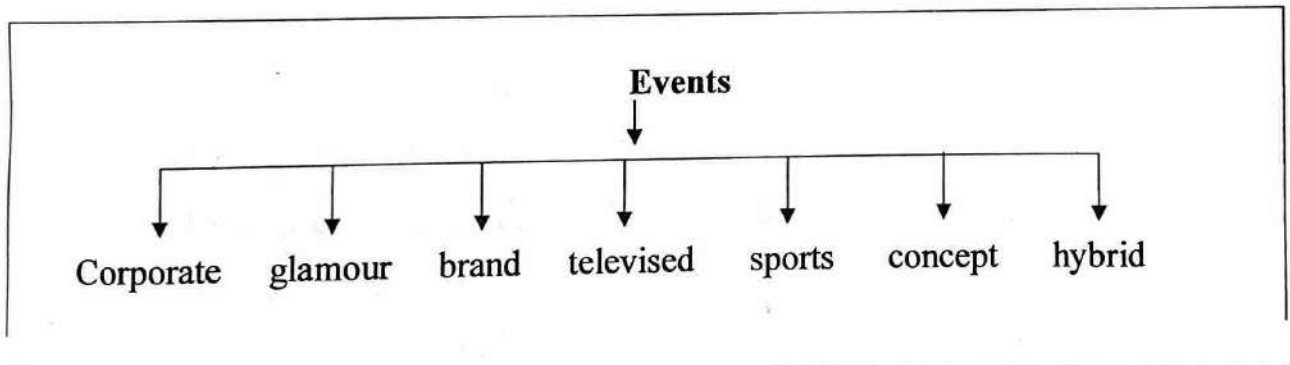


Labour intensiveness:-

Events are normally labour intensive as the complexity and uniqueness of event increase. Events are labour intensive in terms of its organization and operations. In order to make the event a good one, the service delivery at the event should be efficient.

Fixed time scale:-

Routine activities can carry on indefinitely. But event run to a fix timescale. The timescale should be short. Many special events are composed of series of short-term activities, with pauses or breaks in between constant ceremony, lasting many hours, may become dull and tiring. So for planning a special event, the issue of timing should never be forgotten. In order to make an event successful and striking is a good need to hold the attention and interest of people in the event.

3.3. Types of event:**Corporate events**

- Conferences
- Corporate celebrations

Glamour events

- Celebrity appearances
- Fashion shows



- Music concerts and entertainment shows.

Brand events

- Promotion and management of brands.

Televised event

- Events specially created for television channels.

Sports events

- Focused around a sporting event.

Concept events (Theme based events)

- Concept conceived by event Management Company.

3.4 event process

Event planning:-

The first and foremost thing to do while planning an event is to know about the client's expectations. When a client first approaches you for assigning a task, sit with him and find out what he wants and how he wants it. Keep in mind the fact that the client has a very hazy idea of what he wants. He expects you to change that hazy idea into a reality. So you first need to strike a good rapport with him. Once you know his expectations you can start giving your input. Since you are a professional event planner he is bound to believe that you have a better knowledge about these things and will respect your judgment.

Key factors in planning an event:

- Check the feasibility
- Is the event a good idea
- Are we in the right community
- Who would be the spectators
- About the venue



- About the media of advertising
- Fund stream

Timing:

Full time should be devoted to implementation of plans. Make sure your event does not clash with other events.

Financial:

Determine the sources

Expected level of expenditure

Time gap of expenditure and revenue

Establish a system of financial accounting and control

Marketing:

To attract best possible audiences

Get sponsorship and best support possible

Operational:

Guide overall operation of event.

Managing the technologies require.

Legal:

Make appropriate contracts involved in managing an event.

Handle lawsuits that may arise.

Public relations terms:

To handle the celebrities if invited in the event

To host press conferences



This term is required to take decisions form conceptualization to completion of the event.

Facilities offered:

- Programs
- Transport
- Catering
- Safety and security
- Entertainment
- Anchoring and announcement
- Music and sound system
- Licensing
- Publicity
- Promotion

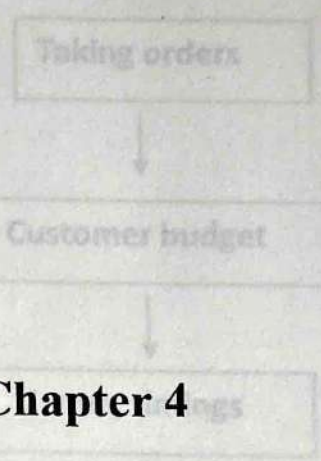
Chapter 4

Data Analysis and Interpretation

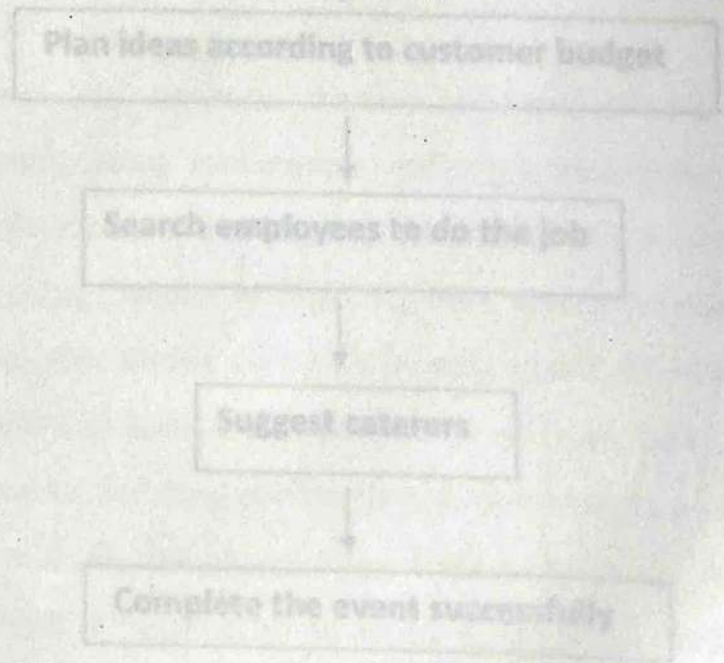


4.1. Procedure of event management:

starts with taking order for arranging the event. E.g. Corporate event, Wedding, etc. The next steps in order to manage the event successfully are like developing the event according to the need and wishes of the customer delivery services in time.



Data Analysis and Interpretation

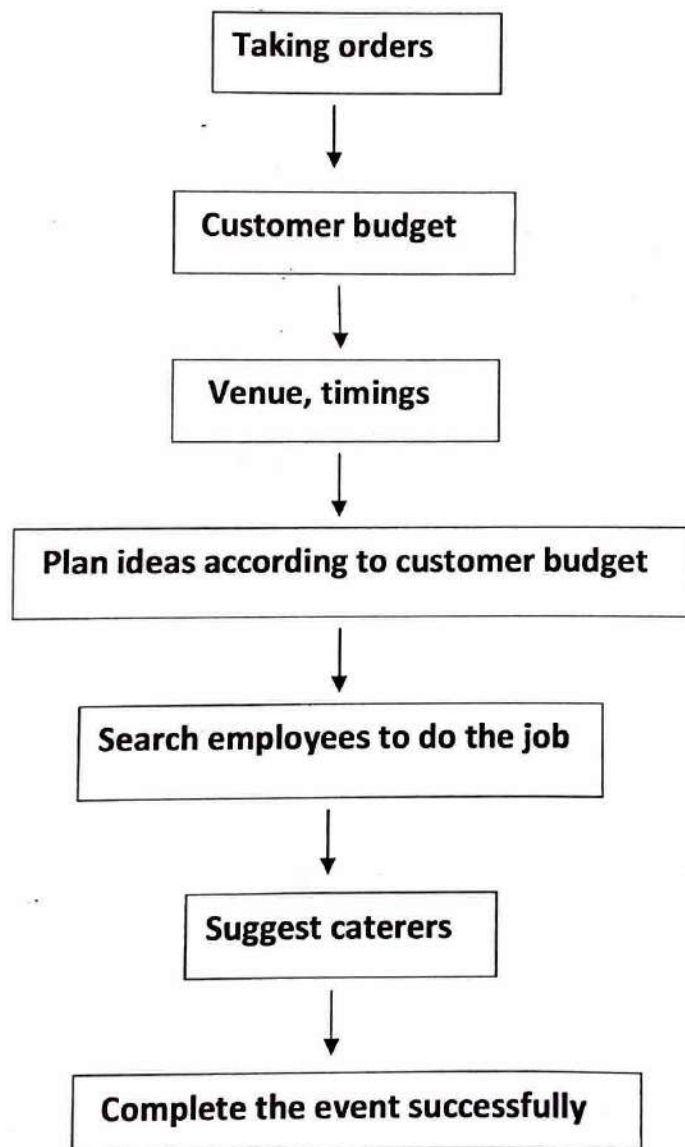


Event management begins from the 1st step i.e. taking order. As they get the order of event arrangements their next step is to know the budget of their customer. According to the customer budget they arrange ideas through their previous arranged events range, and then they decide

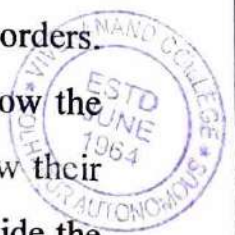


4.1. Procedure of conducting event:

After receiving order for managing the event E.g. Pegasus events, Mumbai ; take some steps in order to manage the event successfully steps like managing the event according to like and dislikes of the customer delivery services in time.



Pegasus events management begins from the 1st step i.e. taking orders. As they get the orders of event arrangements their next step is to know the budget of their customer. According to the customer budget they show their ideas through their previous arranged events image, and then they decide the



venue and timing of the event, as it is decided they start working on their plans they search some more employees to help them in completing the job, the caterers are not been arranged by them but are suggested and the customer choose their own caterers. Finally on the event day the project under taken by Mr. adnan morbiwala is well organized and satisfies the customer.

4.2: 7p's in Pegasus event:

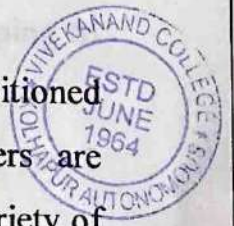
1. Product
2. Price
3. Place
4. Promotion
5. People
6. Process
7. Physical evidence

The above 7p's are further given in detail:

1) Product:-

Event managers can supervise diverse corporate events, such as product launches, press conferences, corporate anniversary parties, meetings, conferences, and marketing programs such as road shows and grand opening events. In addition, they can coordinate special corporate hospitality events such as concerts, award ceremonies, film premieres, parties to launch new product or services, fashion shows, commercial events, and even private (personal) events such as wedding and religious services, which can range from a few select services for clients with limited budgets, to handling all creative, technical and logistical aspects of an event.

Though it's primarily a flower retailer, it has positioned itself in the gifts segment of e-commerce space as flowers are primarily used as gift item in the country. It also sells a wide variety of



cakes, chocolates and assorted gifts for special occasions like anniversaries, birthdays etc. and event organizing.

2) Price:-

The company takes 50% amount in advance before arrangement of the event, & 50% amount after the completion of event.

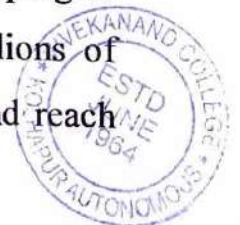
Events	price
Wedding	Upto 15lakh
Dance parties	Upto 5 lakh
New year parties	Upto 10 lakh
Handicrafts	2 lakh
Décor India	10 lakh
Utsaw	10 lakh in limited
Different corporate:	
• Meetings	Upto 2 lakh
• Fashion show	Upto 10 lakh
• Nightlife parties	5 lakh

3) Place:-

Pegasus event PVT LTD. Gandhi nagar, upper worli, fart Mumbai Maharashtra – 400013.

4) Promotion:-

Event management is considered one of the strategic marketing and communication tools by companies of all sizes. From product launches to press conferences, companies create promotional events to help them communicate with clients and potential clients. They might target their audience by using the news media, hoping to generate media coverage which will reach thousands or millions of people. They can also invite their audience to their events and reach them at the actual event.



5) People:-

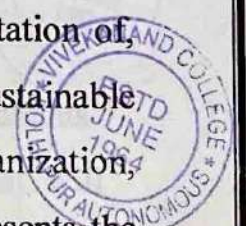
The event manager is the person who plans and executes the event. Event managers and their teams are often behind-the-scenes running the event. Event managers may also be involved in more than just the planning and execution of the event, but also brand building, marketing and communication strategy. The event manager is experts at the creative, technical and logistical elements that help an event succeed. This includes event design, audio-visual production, scriptwriting, logistics, budgeting, negotiation and, of course, client service. It is a multidimensional profession. An event architect is an event manager that becomes involved at the early initiation stages of the event. Especially for larger public events, at the initiation stage, the event architect needs to make crucial choices and decision related to the creative concept and design of the event. In depth technical design knowledge and full understanding of how to communication a company's message across a public are needed in order to make the vent effective.

6) Process:-

Event management software companies provide event planners with software tools to handle many common activities such as delegate registration, hotel booking, travel booking or allocation of exhibition floor space.

7) Physical evidence:-

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. Sustainability in event management incorporates socially and environmentally responsible decision making into the planning, organization and implementation of, and participation in, and event. It involves including sustainable development principles and practices in all levels of event organization, and aims to ensure that an event is hosted responsibly. It represents the



total package of interventions at an event, and needs to be done in an integrated manner. Event greening should start at the inception of the project, and should involve all the key role players, such as clients, organizers, venues, sub-contractors and suppliers.

4.3. Event organized by Pegasus Company:

Corporate Events:

The experience we have accumulated over the years prepares us to meet all your expectations in the corporate event management spectrum. Our formidable team is armed with a bevy of ideas that will match any budget. We ensure smooth working from start to end. Our team will competently resolve everything from slight glitches to complex conundrums. A sales' team meet, an award ceremony or an HR initiative – we will do it all.

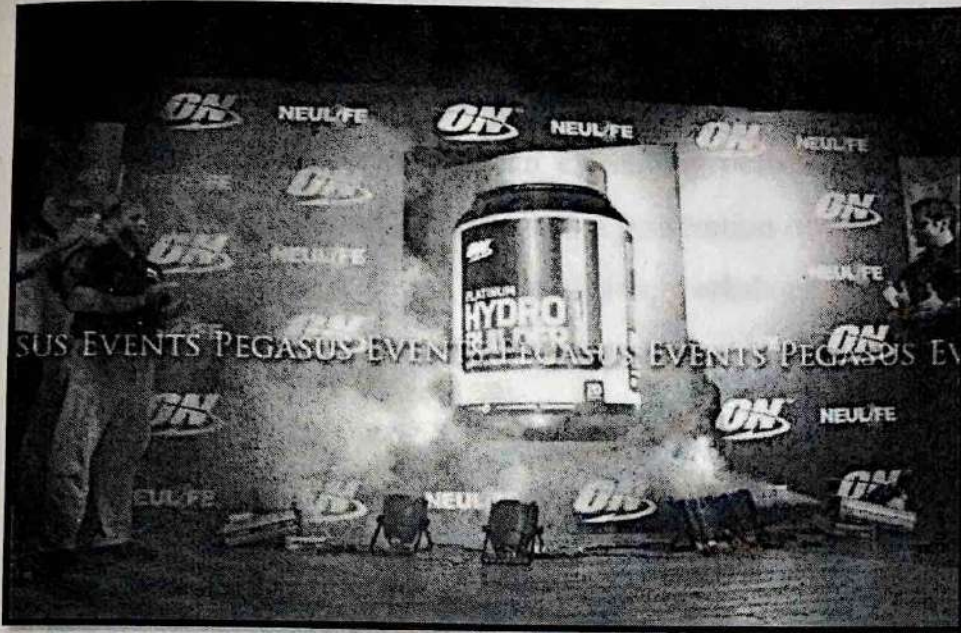


Product Launches & Brand Activations:

We ensure the customer connects with our clients' product on a level that matters. Through promotional activities that will effectively infiltrate market segments, we will bring your brand to life. To us,



product launches and brand activations are about giving our clients the ideas and the platform that is needed to showcase their products, in order to propel them into the market in an effective manner.



HR Initiatives :

Our regular work with HR departments of our clients depicts the depth of the relationship we form with them. We are able to organize a variety of activities for employees: team building exercises, leadership enhancement training, and even activities that provide the necessary platforms to increase interaction between the different levels of workforce in an organization. We also manage events that incentivize and reward well-performing employees.

Exhibition Services, Stall Design & Fabrication:

In terms of your exhibition and stall requirements, we are fully equipped and trained to design and execute effective work, providing a certain level of efficiency in our solutions that ensure success. Our creative team crafts a layout that is representative of your products, needs, and concepts. In a nutshell, our services are inclusive



of AC tent and Octanormset-ups, booth and stall designs, and setting up various points of display.

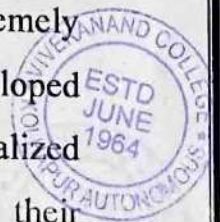
Conference and Seminar Management:

company comprehend all the intricacies involved in your conferences and seminars and can effectively deliver the successful exchange of information, whether it is a penetration of a new brand to potential customers, retention of old clients, workshops, annual events, or just an informal gathering. We're geared to successfully handle anything you need.

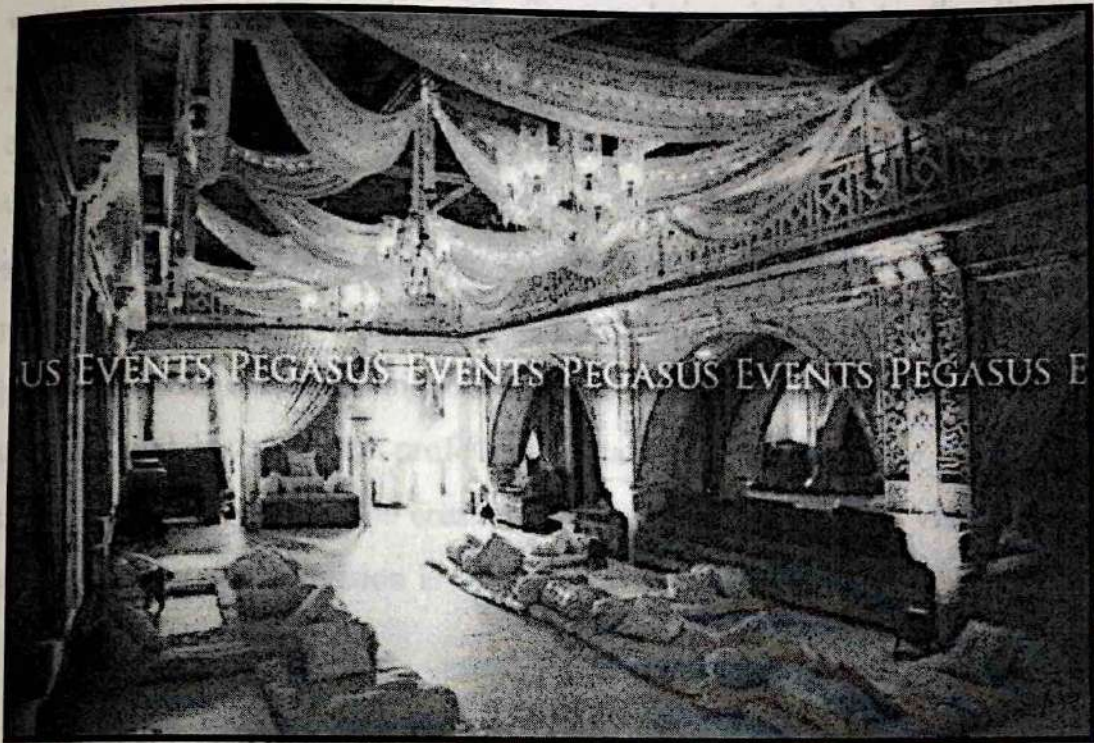


The Wedding:

The Wedding Co. is a passionate team of wedding designers based in Mumbai. Our success has been established by the extremely personal service we provide to our clients. Our well-developed resource network helps us provide our clients with specialized solutions after gaining a comprehensive understanding of what their



expectations are. For the perfect wedding, and an absolute peace of mind, call The Wedding Co. – Mumbai's premium wedding planners



Entertainment Services:

Another aspect of an event – premium entertainment services – is also something we manage. Within the corporate segment of entertainment, events range from executive retreats and incentive programs to appreciation events and award ceremonies. Pegasus Events takes pride in having the proficiency to organize all kinds of entertainment – shows, parties, celebrations etc. – where the objective is for everyone involved to have a fabulous time

Floral Accessories

Pegasus event started its floral accessories division to support its flower business. A typical retail outlet not only sells fresh flowers but also a range of other products like artificial flowers, gifts and many accessories. The idea behind starting this division was to provide quality products to its customers at competitive prices. This



4.4. Process of wedding event:

Pegasus event have set up wedding and event division, a one stop solution for wedding and other event. The company helps in organizing weddings and other events with flowers being integral to the theme. Depending on the budget, it can plan a wedding including decoration, catering, entertainment, etc. its expertise lies in planning and managing weddings from conceptualization to completion. The services include venue selection and designing, catering, entertainment, and all the other aspects related to making and Indian wedding a memorable occasion. The company has tied up with eminent designers to conceptualize the dream themes for the wedding and have trained professional staff and infrastructure to execute these themes and go on to create mock set-ups to help clients visualize the wedding event. This division is very successful and contributes maximum to the company revenue.

- **Flower sourcing**

Pegasus event went in for backward integration and got into fresh flower wholesaling as it helped the company to get rid of intermediaries and save costs. They buy fresh flowers from India and abroad. In fact this sourcing helps the company in reducing the cost and offering a much wider variety of flowers and other accessories to the customers with a superior buying experience.

This act as a source of strong competitive advantage while competing with the small unorganized players on the price front.

- **Floral Accessories**

Pegasus event started its floral accessories division to support its flower business. A typical retail outlet not only sells fresh flowers but also a range of other products like artificial flowers, gifts and many other accessories. The idea behind starting this division was to provide quality and unique products to its customers at competitive prices. This ensures

uniformity and standardization of its products. The main products are the artificial and crystal flowers, packing material, gifts such as candles, glass and ceramic vases, consumables and other related items.

- **Venue selection**

1. **Theme décor-**

Spellbinding, spectacular are a few words our clients like to define our décor with. We work on themes galore, to name a few- roman, Italian, Indian traditional, fusion. Exemplary décor with the use of flowers, fabric and other accessories is characteristic of us.

2. **Catering & bartending-**

Lip smacking delicates from the selectable cuisines gathered from across the world- we have achieved excellence and perfection in the art of food. Depending on the theme of a wedding we devise an exotic menu that leaves no option for guests but indulge in and what's more, we have adept bartenders who enliven the atmosphere of cocktails with their juggling tricks.

3. **Trousseau & Gift packing –**

Even a dainty gift packed beautifully speaks volumes about your style, taste and feelings. We excel in innovative design ideas for trousseau and gift packing; designs that are exquisite and designs that are bizarre, to leave an everlasting impact on guests.

4. **In vitation cards –**

An invitation cards heralds the onset of a new life for two people and is the first step of their auspicious bonding. We capture this beautiful thought in the most exquisite invitation cards. These colorful cards are made with handmade paper, fabric, creative motifs in zardosi, kundan depending on the theme.



5. Paanwala –

A legacy left by mughals in India. A wedding is incomplete without these royal paans. The paan is made in different styles; each style relates a story of the mughal heroes of the bygone era. So, if you haven't tasted paan you have left yourself bereft of a royal experience.

6. Mehandi –

one of the great things India is known for is the art of henna. Mehendi artist boast about their intricate mehendi patterns. Understanding the need of the changing times and trends, our designs are inspired by other culture and styles too, apart from the traditional India.

7. Prop shop store –

The company launched a new business vertical called the prop shop store on Sep 3, 2013. This will offer readymade solution for events like wedding and will act as a one stop online shop for an event planner or organizer of such events. Items in this business vertical include wedding accessories including carvings, crystal, crystal strings, tassels, artificial flowers, vases, cages and chandeliers.

4.5 process of corporate event:

The coordination of the judging process particularly in a non-profit, this may be done by a committee.

News:

Event management of award ceremonies that honor staff or acquire and customers. Award ceremonies are an important type of events when you consider that we live in a society that loves to honor people for their



achievements. Some of the most watched program on television are award ceremonies including the Oscars, the Grammy's and the Olympics. Companies, organizations and other groups love to honor their own. These ceremonies are coordinated by in-hour meeting or marketing professionals or outside companies. The components of putting together an awards ceremony include: if you pick celebrities, particularly media celebrities to be judges, you will likely guarantee that your event will be on television or in the newspaper. Once you have the judges. Make sure they understand the rules and agree to keep their selections secret until the ceremony.

Hotels & restaurants:

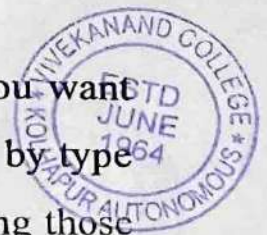
The scope of the awards ceremony will determine where you will hold the event. If you are handing out awards to recognize community service, you may want to consider a large banquet room at a hotel. Small awards ceremonies that are just for the company could be held in the company board room or at a local restaurant. If you are planning a big community event, you will have unique challenges. If the ceremony is a formal dinner, you have to decide menus and make sure that the venue has everything needed for a successful ceremony.

Speakers:

You will likely want to have a guest speaker or speakers at your awards ceremony, particularly if these are community-oriented awards. Guest speakers can talk about the mission of your organization inspire others to be award winners next year. Again, you can choose a local celebrity, a well-known personality or someone from within your organization.

Rock band:

As guests are entering and even during the ceremony, you want them to be entertained. The type of entertainment will be determined by type of event. You don't want a rock band at an awards ceremony honoring those who have raised money for a conservative nonprofit. And the entertainment



does not have to be extremely formal. Have someone playing the piano as guests arrive and possibly as they eat dinner.

Registration of tables:

Guest registration at the awards ceremony is especially important if you want to make sure the honorees are in attendance. You can set up a table outside the entrance to the meeting room and ask people to sign a sheet. If you are having a less formal event, you can even issue name tags to the guests at the registration table.

Chapter 5

Findings and observations



Chapter 5

Findings and observations



Findings & observations

- As Pegasus event are providing direct customer services their procedure of conducting events is quite complicated.
- The Pegasus events have their own price range for various services they offer.
- Their price range started from minimum Rs.100000
- In the organization there is a good planning and management system followed
- Marketing mix strategy is highly integrated in Pegasus event.
- It is observed that event organized from 2001-2016 are a escalating graph, which indicates turnover of Pegasus event.
- They innovate different mandap themes like water mandap, crane mandap which are quite difficult to handle and quite risky.
- People managed by Pegasus event is also escalating graph.
- There is a very strong relation between their management, Employees And customers
- Event manager responsibilities have wide approach, so that the vent executives has to be self- disciplined.



Conclusion

After that study Event management I conclude that it is a glamorous marketing profession which demands a lot of hard work and dynamism. As it says suggest, it means conceptualizing, planning, organization and finally executing an event. The vent could be of any type- musical show, art exhibition, product launching etc. This industry is just eight years old in India, but holds a lot of promise for expansion. It offers enormous scope for ambitious young people. Event management is the planning and implementation of event, large and small that meet the marketing goals of an organization. Event management is an area that is growing rapidly, and is expected to have a better growth rate in the next decade. Typical event managed by professional event managers include product launches, parties, corporate events, sporting event, competitions, concerts and festivals, seminars, trade shows, corporate open days, seminar and tour. Hence it is clear that there is a significant position relationship between theory and practice of event management in today's context.

Conclusion & suggestions

Suggestions

- 1) Middle class people cannot afford services offered by Pegasus Event because it is very costly so they have to reduce their charges.
- 2) An open event can be avoided in the rainy season.
- 3) Proper pre-planning and planning is essential in any event.
- 4) Improve clearance and effectiveness in manufacturing material.



Conclusion:

After that study Event management I conclude that it is a glamorous and exciting profession which demands a lot of hard work and dynamism. As the name suggests, it means conceptualizing, planning, organization and finally executing an event. The vent could be of any type- musical show, concert, exhibition, product launching etc. This industry is just eight years old in India, but holds a lot of promise for expansion. It offers enormous scope for ambitious young people. Event management is the planning and implementation of event, large and small that meet the marketing goals of an organization. Event management is an area that is growing rapidly, and is expected to have a better growth rate in the next decade. Typical event organized by professional event managers include product launches, parties, sponsored events, sporting event, competitions, concerts and festivals, fundraisers, trade shows, corporate open days, seminar and tour. Hence it is proven that there is a significant position relationship between modernizations and practice of event management in today's context.

Suggestions

- a) Middle class people cannot afford services offered by Pegasus Event because it is very costly so they have to reduce their charges.
- b) An open event can be avoided in the rainy season.
- c) Proper pre-planning and planning is essential in any event.
- d) Improve clearance and effectiveness in manufacturing material.



Bibliography:

Handbook of event management

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Modern management:	J.N. Jain, P.P. Singh	Rupa Publications
Principal & Techniques	S.K. Bhunia	
Stress and prevention	Dr. S.K. Bhargava	Asmita Publications
Essays on regulation	K. L. Mishra	Rupa's Publications

Magazines:

• *Management and Marketing*

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Stress and prevention	Dr. S K Bhargawa	Avishkar Prakashan
Facets of vigilance	K L Mhalotra	Bahri's Publication

Magazines:-

- Economic time periodical

Appendix



Appendix



Questionnaire:

Appendix:

- 1) When did you establish the firm?
- 2) What types of events are organized?
- 3) How many employees do you have for daily works?
- 4) What are plans used for event management?
- 5) Your organization is fully computerized?
- 6) How do you implement 7p's of marketing mix?
- 7) How's working environment in your organization?
- 8) What would you say are some of main challenges in this business?
- 9) Which are the areas you want to focus?
- 10) What are the profit margins?
- 11) How many types of events have you organized throughout your career?
- 12) What keeps you motivated to work harder?
- 13) Have you incurred any losses any losses?

