

# 20+ Commerce Project Ideas 2026-27

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If you are a commerce student looking for clear, practical, and easy-to-do projects, you are in the right place.

This article is written especially for students and young learners. It explains how to choose a good commerce project, gives tips for research and presentation, and provides **20 detailed commerce project ideas** you can use for class assignments, fairs, or practical exams.

Each idea includes the purpose, materials or resources you'll need, step-by-step guidance, and expected learning outcomes. The language is simple so you can copy-paste and use it directly.

Must Read: [30 MBA Marketing Project Ideas 2026-27](#)

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## Why commerce projects matter

Commerce projects help you learn practical skills beyond theory. By doing a project, you will:

- Understand how businesses operate in real life.
- Learn how to collect and analyze data.
- Improve presentation, writing, and communication skills.
- Apply accounting, marketing, and economic concepts.
- Prepare for real-world tasks like making budgets, pricing products, and understanding taxes.

## How to choose the best commerce project ideas

When selecting a commerce project, keep these points in mind:

1. **Interest and relevance:** Pick a topic you find interesting and that fits your syllabus.
2. **Resources available:** Choose a project you can do with the time, materials, and access you have.
3. **Scope and size:** Make sure it is neither too big nor too small for the time given.
4. **Originality:** Try to add a small new idea, local example, or unique set of data.
5. **Method:** Decide how you will collect information — survey, interview, observation, or desk research.
6. **Evaluation criteria:** Check what your teacher will mark you on (data, analysis, presentation, references).

7. **Feasibility:** Be realistic about visits, permissions, and access to businesses or financial data.

## How to structure your commerce project report

A good project report usually contains:

1. **Title page** (project title, your name, class, roll number, teacher's name, date).
2. **Acknowledgement** (thank those who helped).
3. **Contents** (list of sections with page numbers).
4. **Introduction** (why you chose the topic, its importance).
5. **Objectives** (what you want to learn or find out).
6. **Methodology** (how you collected data).
7. **Main body** (data, analysis, charts, tables).
8. **Findings** (what you discovered).
9. **Conclusion** (summary of results).
10. **Suggestions/Recommendations** (what could be done better).
11. **References** (books, websites, interviews).
12. **Annexures** (questionnaires, raw data, photographs).

## Tips for research, data collection and presentation

- Use simple questionnaires for surveys (5–10 clear questions).
- Keep your sample size reasonable (for class projects, 30–100 responses is good).
- Use Microsoft Excel or Google Sheets to make tables and simple charts.
- Label graphs and tables clearly.
- Use headings and short paragraphs for readability.
- Practice the oral presentation and keep it within the time limit.
- Cite any book, website, or person you use for information.
- Use examples from your town, school, or family for local relevance.

## 20 Commerce Project Ideas 2026-27

Below are **20 commerce project ideas**, each described step-by-step so you can start right away.

## 1. Business Plan for a Small Local Shop

**Purpose:** Learn how to plan a small business from idea to operations.

**Materials/Resources:** Notebook, interviews with shop owners, cost estimates, local price lists.

**Steps:**

1. Choose a product type (stationery, grocery, snacks).
2. Conduct a small survey to find demand in your area.
3. Prepare a basic business plan: business name, target customers, location, investment needed, expected monthly sales and expenses.
4. Create a simple break-even calculation: fixed cost, variable cost, selling price.
5. Suggest a marketing plan (flyers, word of mouth, small discounts).

**Learning outcomes:** Understand startup costs, pricing, profit margin, and basic marketing.

## 2. Consumer Preference Survey for a Product

**Purpose:** Study how consumers choose between brands.

**Materials/Resources:** Questionnaire, sample of 50 respondents, Excel/Sheets.

**Steps:**

1. Select a product (soft drink, shampoo, mobile brand).
2. Prepare a questionnaire: age, gender, brand preference, reasons for choice (price, quality, advertisement).
3. Collect responses from classmates, neighbors, or customers.

4. Present results as percentages and charts (pie chart for brand market share).
5. Analyze factors that influence buying decisions and write conclusions.

**Learning outcomes:** Learn survey methods, basic statistics, and factors of consumer behaviour.

### 3. Stock Market Simulation and Report

**Purpose:** Understand how stock markets work and the basics of investment.

**Materials/Resources:** List of 10 publicly listed companies, paper or Google Sheets to track prices, financial news sources.

**Steps:**

1. Choose 5–10 companies and note current share prices.
2. Create a virtual portfolio with a fixed amount (example: ₹50,000).
3. Track price changes for 4–8 weeks and record buy/sell decisions.
4. Calculate returns, profit, loss, and percentage gains.
5. Conclude on the importance of research and long-term investing.

**Learning outcomes:** Gain practical knowledge about shares, risk, and portfolio management.

### 4. Simple Accounting Project: Prepare Books for a Mock Business

**Purpose:** Practice basic accounting entries and create final accounts.

**Materials/Resources:** Transactions list (50–100 entries), ledger sheets, trial balance template, Excel.

**Steps:**

1. Create a fictional sole-proprietorship business and list transactions (sales, purchases, expenses).
2. Post entries into journal, then ledger accounts.
3. Prepare a trial balance, profit and loss account, and balance sheet.
4. Explain each step in the report and include sample ledger accounts.

**Learning outcomes:** Learn double-entry bookkeeping, trial balance preparation, and financial statements.

## 5. Study of GST or Local Tax Impact on Prices

**Purpose:** Show how taxes affect product pricing and business margins.

**Materials/Resources:** Price lists before and after tax, government GST rates (as per syllabus), small business interviews.

### Steps:

1. Choose 8–10 products.
2. Record their base price and current GST rate component.
3. Calculate final price after tax and compare.
4. Interview a shopkeeper or accountant about the effect of GST on business decisions.
5. Conclude with suggestions for price transparency and customer awareness.

**Learning outcomes:** Understand indirect taxes, tax calculation, and business pricing.

## 6. Advertisement and Promotion Campaign for a School Event

**Purpose:** Design a complete marketing campaign and measure response.

**Materials/Resources:** Posters, sample social media posts, student feedback forms.

### Steps:

1. Choose a school event (fest, science exhibition).
2. Set campaign goals: attendance, sponsorships, or awareness.
3. Design print and digital promotional material.
4. Run the campaign among school and nearby community or simulate it.
5. Measure results by counting attendees or survey feedback.

**Learning outcomes:** Learn promotion planning, message design, and measuring campaign success.

## 7. Comparative Study of Banking Services

**Purpose:** Compare services offered by public and private banks.

**Materials/Resources:** Bank brochures, bank websites, interviews with bank staff or customers.

### Steps:

1. Select two or three banks (one public, one private).
2. Compare services: savings account interest, loan rates, ATM access, customer service, charges.
3. Prepare a table comparing features and fees.
4. Survey 20 customers about satisfaction levels.
5. Provide recommendations for consumers choosing a bank.

**Learning outcomes:** Understand banking products, fees, and how to select a bank.

## 8. Pricing Strategy Study for a Local Product

**Purpose:** Explore how businesses decide on product prices.

**Materials/Resources:** Cost data, competitor prices, simple market survey.

### Steps:

1. Choose a product sold locally (snacks, school uniform, stationery).

2. Identify production or purchase cost and competitor price.
3. Determine an appropriate markup and calculate selling price.
4. Suggest pricing strategies: penetration, skimming, competitive pricing.
5. Discuss how discounts and seasonal offers affect demand.

**Learning outcomes:** Learn cost plus pricing, competitor-based pricing, and customer perception.

## 9. Entrepreneurship Case Study: Local Startup

**Purpose:** Learn from a real entrepreneur's experience and decisions.

**Materials/Resources:** Interview with a local entrepreneur, news articles, company pamphlets.

### Steps:

1. Identify a small local business or startup.
2. Conduct an interview about their business model, funding, challenges, and growth.
3. Summarise key decisions that led to success or failure.
4. Present lessons learned and suggestions for future entrepreneurs.

**Learning outcomes:** Understand entrepreneurship, problem-solving, and business models.

## 10. Financial Literacy Project: Family Budget and Savings Plan

**Purpose:** Teach practical budgeting and saving techniques at home.

**Materials/Resources:** Family income and expense data (mock or real with permission), budget template.

### Steps:



1. Collect monthly income and expense data of a household (or create a realistic mock dataset).
2. Classify expenses: food, education, bills, savings.
3. Create a budget plan and suggest ways to increase savings (reduce waste, compare prices).
4. Show how an emergency fund works by simulating a sudden expense.
5. Provide tips for goal-based savings (education, travel).

**Learning outcomes:** Learn personal finance, budgeting, and importance of saving.

## 11. Microfinance and Self-Help Groups (SHG) Study

**Purpose:** Understand microfinance role in local communities.

**Materials/Resources:** Interviews with SHG members, NGO reports, government schemes information.

### Steps:

1. Choose an SHG or microfinance success example in your area (if available).
2. Describe how microcredit works and interest cycle.
3. Collect information on loan usage, repayment rates, and income change.
4. Analyze benefits and risks of microfinance.
5. Suggest improvements or alternatives for small entrepreneurs.

**Learning outcomes:** Learn how small loans help entrepreneurship and community growth.

## 12. Retail Store Layout and Customer Behavior Study

**Purpose:** Study how store layout affects sales and customer choices.

**Materials/Resources:** Visit to a local retail store, observation sheet, short customer interviews.

### Steps:

1. Observe product placement, aisle design, and promotional signs.
2. Note customer movement and where they stop most.
3. Correlate product placement with sales (if owner data is available) or with your own observations.
4. Suggest layout changes to increase sales (eye-level placement, end-cap displays).
5. Present findings with photographs or sketches.

**Learning outcomes:** Understand merchandising, visual marketing, and customer psychology.

## 13. E-commerce vs. Traditional Retail: A Comparative Study

**Purpose:** Compare online shopping and shop shopping for one product category.

**Materials/Resources:** Website prices, delivery times, return policies, local shop visits.

### Steps:

1. Choose a product category (books, mobile accessories).
2. Compare prices, delivery times, discounts, and customer service between online and local stores.
3. Conduct a short survey to know customer preference reasons.
4. Analyze which model works better for different buyer segments.
5. Write suggestions for small retailers to compete.

**Learning outcomes:** Learn about e-commerce models, convenience factors, and competition.

## 14. Study on Pricing and Promotion During Festival Season

**Purpose:** See how festivals affect prices and promotions for businesses.

**Materials/Resources:** Price list before/during festival, advertisements, shopkeeper interviews.

**Steps:**

1. Choose a festival season (Diwali, New Year, local festival).
2. Track the price and promotion offers of 6–8 products in that period.
3. Note supply and demand changes and stock availability.
4. Interview retailers to know their strategy (discounts, bundles).
5. Conclude on consumer buying pattern and business tactics.

**Learning outcomes:** Learn seasonal pricing, demand spikes, and promotional tactics.

## 15. Insurance Products Comparison for Students

**Purpose:** Teach basic insurance terms and how to choose a policy.

**Materials/Resources:** Brochures of student insurance, term definitions, comparison table.

**Steps:**

1. Collect information on two or three insurance products (health, personal accident, life basic).
2. Compare premiums, coverage, exclusions, claim process.
3. Show examples of when insurance helps and how to claim.
4. Present tips on how to choose suitable insurance for students.
5. Summarize common terms in a glossary.

**Learning outcomes:** Understand insurance vocabulary, risk management, and policy comparison.

## 16. Case Study on Business Ethics: A Local Example

**Purpose:** Learn why ethics matter in business decisions.

**Materials/Resources:** Local example of ethical/unethical business practice, news clippings, interviews.

**Steps:**

1. Find a real or reported case of ethical concern (product quality issue, false advertising).
2. Describe the situation, the decision(s) made, and the results.
3. Analyze stakeholders affected and ethical principles involved.
4. Suggest an ethical course of action using simple ethical frameworks (honesty, fairness).
5. Conclude on the long-term benefits of ethical business.

**Learning outcomes:** Learn ethical reasoning and responsibility in commerce.

## 17. Study of Supply Chain for a Simple Product (e.g., Pen)

**Purpose:** Map how a simple product reaches the customer from manufacturer.

**Materials/Resources:** Manufacturer info, distributor/retailer interviews, logistics data.

**Steps:**

1. Choose a product (pen, pencil, biscuit).
2. Identify steps: raw material → manufacturing → wholesaler → retailer → customer.
3. Note time, costs, and major players at each step.
4. Create a flowchart showing the supply chain.
5. Suggest ways to reduce delays or cost in the chain.

**Learning outcomes:** Understand logistics, intermediaries, and cost addition.

## 18. Practical Project on Costing and Price Calculation for a Homemade Product

**Purpose:** Learn product costing and profit margin by creating a homemade product.

**Materials/Resources:** Ingredients or raw materials, cost list, packaging costs, calculator, sales test.

**Steps:**

1. Make a simple product (handmade soap, cookies, crafts).
2. Record all costs (materials, packaging, labor, utility).
3. Decide on a selling price and calculate expected profit margin.
4. Test sell among friends or at a school stall and record sales.
5. Analyze results and suggest improvements to increase profit.

**Learning outcomes:** Learn real costing, pricing, and the effect of overhead costs.

## 19. Digital Marketing Campaign: Social Media for a Small Business

**Purpose:** Create and evaluate a small digital marketing plan.

**Materials/Resources:** Social media post mockups, campaign plan, engagement metrics (likes, comments).

**Steps:**

1. Choose a local business or create a fictional one.
2. Set campaign objectives (more followers, more sales, event awareness).
3. Design posts, write captions, choose posting times.
4. If real posting is possible, measure engagement for 2–3 weeks. If not, simulate expected outcomes with benchmarks.
5. Present analysis and tips for better performance (hashtags, images, call-to-action).

**Learning outcomes:** Understand basics of digital marketing, content planning, and performance measurement.

## 20. Analysis of a Company's Financial Statements (Simplified)

**Purpose:** Learn how to read and interpret basic company financials.

**Materials/Resources:** Annual report excerpt (simplified or fictional), calculator, Excel.

**Steps:**

1. Choose a public company or make a simplified company statement.
2. Take the profit and loss account and balance sheet for one year.
3. Calculate simple ratios: profit margin (net profit/sales), current ratio (current assets/current liabilities).
4. Explain what these ratios mean in simple words.
5. Provide a short recommendation for investors or managers.

**Learning outcomes:** Learn to read financial statements and basic ratio analysis.

## Project Evaluation Checklist

When you finish, use this quick checklist to ensure your project is complete:

- Title page and contents present.
- Clear objectives and methodology.
- Data collection process explained.
- Tables/graphs or charts included.
- Findings and analysis written in your own words.
- Conclusion and suggestions included.
- References and annexures added.
- Neat presentation and correct spelling/grammar.
- Oral presentation practiced.

## Sample Questionnaires and Templates

### Consumer survey (sample)

1. Age: \_\_\_\_
2. Gender: \_\_\_\_

3. Which brand do you prefer for [product]? \_\_
4. Rank the following reasons for choice (1-most important): Price / Quality / Packaging / Advertisement / Availability
5. How often do you buy this product? Daily / Weekly / Monthly / Rarely

### Business plan (simple template)

- Business name:
- Product/service:
- Target customers:
- Investment required:
- Monthly fixed costs:
- Expected monthly sales:
- Break-even month:
- Marketing plan:

### Budget template (monthly)

- Income: Salary / Other
- Expenses: Food, Education, Rent, Utilities, Transport, Savings
- Total income – Total expenses = Surplus or Deficit

Must Read: [30 LLM Project Ideas — A Student's Guide](#)

## Conclusion

Commerce projects are a powerful way to bring classroom theory into real life. The **commerce project ideas** provided here cover accounting, marketing, finance, entrepreneurship, taxation, e-commerce, insurance, and more.

Each project is designed to be simple, practical, and suited to students. Choose a topic that interests you, follow the step-by-step plan, collect clear data, and present your findings neatly.

Doing this will not only help you score well but also prepare you with real skills useful in further studies and work.

If you need, you can pick any one of the above **commerce project ideas** and I can help you further with: a detailed project report template, a ready-made questionnaire, sample data, charts, or a presentation slide outline that matches the project.

 **Blog**



**JOHN DEAR**

I am a creative professional with over 5 years of experience in coming up with project ideas. I'm great at brainstorming, doing market research, and analyzing what's possible to develop innovative and impactful projects. I also excel in collaborating with teams, managing project timelines, and ensuring that every idea turns into a successful outcome. Let's work together to make your next project a success!



**20 HR Project Ideas 2026-27**

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