

PROJECT REPORT ON
“INVESTORS PERCEPTION TOWARDS INVESTING IN THE
REAL ESTATE WITH THE REFERENCE OF KLASSIK
ENTERPRISES PVT LTD, BANGALORE”

Submitted By

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4AL22BA013

Submitted To



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

INTERNAL GUIDE

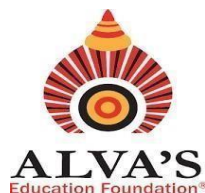
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September-2024

TO WHOMSOEVER IT MAY CONCERN CERTIFICATE

This is to certify that **Ms.Bhoomika D R (4AL22BA013)** student of Alva's Institute of Engineering and Technology, Moodbidiri has successfully completed her Internship as a "Guest Relations Executive" at our Company from 23rd April 2024 to 6th June 2024

During her Internship in our Company, we found her performance and conduct are good

We wish her all the best in her future endeavors

For **KLASSIK ENTERPRISES PVT LTD**

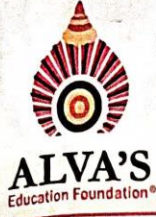
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Date: 10/09/2024

CERTIFICATE

This is to certify that **Bhoomika DR** bearing **USN 4AL22BA.013**, is a bona-fide student of the Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "**A Study on Investors Perception Towards Investing in the Real Estate with the reference of Klassik Enterprises Pvt Ltd, Bangalore**", is prepared by her under the guidance of **Dr. Vishnu Prasanna K.N**, Professor of finance, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

INTERNAL GUIDE

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DECLARATION


I Ms, Bhoomika DR (USN: 4AL22BA013) hereby declare that the project report on "A Study On Investors Perception Towards Investing In The Real Estate With The Reference Of Klassik Enterprises Pvt Ltd Bangalore" is prepared by me under the guidelines of Dr Vishnu Prasanna K N , assistant professor, PG departments of business administration, Alva's institute of engineering and technology, Mijar, Moodbidri and external assistance by Mr. Mallikarjun , Finance head & Admin, klassik enterprises Private Limited Bangalore.

I also declare that this project work is towards the partial fulfilment of the university regulations for awards of degree MASTER OF BUSINESS ADMINISTRATION by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of 6 weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution

Date: 10-09-2024

Place: Moodbidri


signature of the student

ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this project. It gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work.

I express my deep sense of gratitude to my internal guide **Dr Vishnu Prasanna K. N** Professor Dept. of the MBA. For his constant support and encouragement to carry out my project successfully without much difficulty.

I would like to express my sincere thanks to **Dr. Peter Fernandes**, Principal Alva's Institute of Engineering and Technology, Mijar, Moodabidiri.

I am grateful to **Mrs. Priya Sequeira**, HOD, MBA department, Alva's Institute of Engineering and Technology, Mijar, Moodabidiri. Whose timely suggestions and encouragement support me to complete this project.

With regards,

Bhoomika DR

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EXECUTIVE SUMMARY

This project explores “investor perceptions toward investing in real estate, with a focus on Klassik Enterprises Pvt Ltd”, a company that specializes in apartment developments. The study delves into the factors that significantly influence investor decision-making and satisfaction. Real estate investments, particularly in apartments, have gained increasing attention, driven by both financial returns and personal preferences. This study aims to provide valuable insights into how various factors impact investor behavior in this sector.

The primary objective of the project is to analyze the significance of financial and quality values on investment decisions. Investors often prioritize financial security, looking for properties that promise good returns over time. These financial values include aspects like capital appreciation, rental yields, and tax benefits. Alongside, quality values—such as the durability of construction, design standards, and maintenance—play a crucial role in shaping investor trust and decision-making. Together, these factors are analyzed to understand how they affect the likelihood of investing in apartments.

Another key objective is to evaluate the significance of emotional and social values in investor satisfaction. Beyond the financial and physical attributes of a property, investors are influenced by personal feelings and community perceptions. Emotional values could be linked to how an apartment feels as a home or its potential to fulfill personal aspirations. On the other hand, social values encompass the desirability of living in a particular neighborhood, the prestige associated with ownership, and the apartment’s alignment with social status. This study investigates how these intangible factors contribute to overall satisfaction after an investment is made.

Finally, the project also aims to analyze apartment satisfaction and its impact on overall investor perception. Satisfaction with the apartment itself—spanning aspects such as design, amenities, space optimization, and post-purchase services—shapes the long-term perception of investors. If their expectations in terms of lifestyle and comfort are met, the likelihood of favorable word-of-mouth and repeat investments increases. Understanding the drivers of apartment satisfaction is critical to determining how investors perceive their decisions in the long term.

By exploring these factors—financial values, quality values, emotional values, social values, and apartment satisfaction—this project provides a comprehensive view of the investor psyche

in the real estate market, specifically focusing on apartments. The findings will help real estate developers like Klassik Enterprises Pvt Ltd enhance their marketing strategies, product offerings, and customer relationship management, thereby aligning their business approach with investor expectations.