

# **INTERNSHIP REPORT**

**"PRESTIGE GROUPS"**

**Submitted By**

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**USN: 4AL20BA010**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAUM**

**In partial fulfilment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**

**Under the Guidance of  
INTERNAL GUIDE**

**Mr. Guruprasad pai,  
Assistant Professor**

**P G Department of Business Administration**



**ALVA'S**  
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**ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY  
SHOBHAVANA CAMPUS, MIJAR, MOODBIDRI**

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# ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

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## CERTIFICATE

This is to certify that **BALAJI V** bearing USN **4AL20BA010** is a bonafide student of Master of Business Administration program of the Institute (2020-21) affiliated to Visvesvaraya Technological University, Belagavi.

The Internship report on **PRESTIGE ESTATES** is prepared by him under the guidance of Mr. Guruprasad Pal, Assistant Professor, PG Dept. of Business Administration in fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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## EXECUTIVE SUMMARY

Organizational study is not only about the study of an organization but also to learn the roles and functions of an individual department in an organization. This study is based on different aspects and dimensions of different departments of the company.

The main purpose of this study is to know how an organization works and to gain experience and expose ourselves to corporate policies, ethics, culture, practices, procedures and policies of the company. The study attempted to understand the skills of the company in the areas like technological advancement, competitive edge, and the management.

The study has adopted both quantitative and qualitative methods like analysis of understanding the online marketing strategies, As I came to know that they are doing well in the market and near future they have greater scope for their expansion and growth.

The study conducted by gathering data from secondary sources. It is gathered from the organization catalogues, prospectus, journals, business line company websites, company manuals, company report, etc.

This report is divided into seven chapters. The first chapter of this study deals with introduction that presents the objectives, methodology, nature and scope, limitation of the study. In order to understand the organisation on which the study is carried on. The second chapter of the study deals with some theoretical concept about organisational profile of Prestige Estates. The third chapter deals with the McKinsey's framework and Porter's five fore model with reference to the organisation. The fourth chapter of the study is about SWOT analysis and PESTEL analysis. The fifth chapter of the study is about the analysis of financial statement like Ratio analysis of the organisation. The sixth chapter is about the learning experience. Finally, the seventh chapter is about the bibliography.