

RBG

Internship Report on

“A STUDY ON CONSUMER BEHAVIOUR ON REAL ESTATE SECTOR IN ARVIND INFRASTRUCTURE PVT LTD”

Submitted By

Mr. Vishal M G

4LV15MBA40

Submitted to



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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Prof. Reema Frank

Assistant Professor

Department of MBA

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EXTERNAL GUIDE

Rakesh Machatty

Sales executive

Arvind infrastructure

Bangalore



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Alva's Institute of Engineering and Technology

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2015-2017

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ARVIND

Date: 10/03/2017

CERTIFICATE

This is to certify that Mr VISHAL M.G, MBA student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY, MOODBIDRI, MANGALORE, bearing USN No. 4LV15MBA40 had carried out a project work, title "CONSUMER BEHAVIOUR ON REAL ESTATE SECTOR" at our organisation for a period of 2 months from 2nd January 2017 to 10th March 2017.

During the above period, we found him sincere and have shown lot of interest in acquiring and compiling information. Further we observed that he has used the experience gained at our organisation in completing his project work.

We wish him all the best in his future endeavours


10/3/2017
ARVIND INFRASTRUCTURE LIMITED
(SPORCIA PROJECT)

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15-05-2017

Certificate

This is certified that **Mr. Vishal M G** bearing **USN 4LV15MBA15** is a bonafide student of Master of Business Administration course of the Institute (2015-17), affiliated to Visvesvaraya Technological University, Belgaum.

The internship report on **A Study on Consumer Behavior on Real Estate Sector** is prepared by him under the guidance of **Prof. Reema Frank**, Department of MBA in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum, Karnataka.

Prof. Reema Frank
Project Guide

Prof. P. Ramakrishna Chadaga
Dean - MBA

Dr. Peter Fernandes
Principal

DECLARATION

I, Vishal M G, hereby declare that the Internship report entitled "**CONSUMER BEHAVIOUR ON REAL ESTATE SECTOR**" with reference to "**ARVIND INFRASTRUCTURE PVT LTD**", prepared by me under the guidance of **Prof. Reema Frank**, faculty of MBA Department, Alva's Institute of Engineering and Technology and external assistance by **Mr Rakeshmachatty, Sales executive, Arvind infrastructure Pvt Ltd.**

I also declare that this Internship work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Ten 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.

Place: Mijar

Date:

Vishal. m. g
Signature of the student

ACKNOWLEDGEMENT

For the completion of any task in an efficient and effective way within the period of given time, the assistance and hard work of many people are complementary. There is a pleasure to acknowledge to those many people whose timely support went a long way in the completion of project report.

Here by I make a humble effort to place on record, my sense of gratitude and sincerity to all my well-wishers for the help I received for the successful completion of my project report.

I acknowledge my fullest gratitude to my internal guide **Prof. Reema Frank**, Department of Business Administration, for her regular supervision and valuable suggestions.

I am deeply indebted to **Mr Rakesh Machatty**, sales executive, **Arvind Infrastructure Pvt Ltd, Bangalore** for granting permission and providing requisite information regarding the project.

It's my privilege to thank our principle **Dr. Peter Fernandes** for giving me the opportunity to take up this project. At the outset I would like to acknowledge my gratitude to **Mr. Ramakrishna Chadaga**, Dean of Department of Business Administration. My profound gratitude to all the faculty members of the department of Business Administration, Alva's Institute of Engineering and Technology, Mijar, Moodbidri.

Finally there are heart full of thanks to my parents and family members for the continual encouragement and blessings and also my friends for their support to finish my project successfully.

(Mr. Vishal M G)

USN: 4LV15MBA40

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EXECUTIVE SUMMARY

A project report titled "A Study on Consumer Behaviour on real estate sector in Arvind infrastructure Pvt Ltd, Bangalore". This will be helpful to get better representation what the consumers will observe about the product. It is faced with certain challenges. The need to be price competitive, safety, quality, adapting to latest technology, emerging and using new material for construction.

The project includes taking feedback from the prevailing consumers to identify their behaviour towards the service provided and product offered by the company.

A questionnaire is prepared to get particular information. It was collected from 100 consumers. The primary data collected with the help of questionnaire, opinion and interview. Secondary data collected through the company, website and journals.