"A contemporary study on preference of PMS investors with reference to the Dahanu and Vapi city"

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ABSTRACT:

Portfolio (finance) means a collection of investments held by an institution or a private individual. Holding a portfolio is a part of an investment and risk-limiting strategy called diversification. By owning several assets, certain types of risk can be reduced. There are also portfolios which are aimed at taking high risks – these are called aggressive portfolios. Investment management is the professional management of various securities (shares, bonds) and other assets (e.g. real estate), to meet specified investment goals for the benefit of the investors. Investors may be institutions (insurance companies, pension funds, corporations etc.) or private investors. The term asset management is used to refer to the investment management of collective investments, the more generic fund management may refer to all forms of institutional investment as well as investment management for private investors. Outside of the financial industry, the term "investment management" is often applied to investments other than financial instruments. Investments are often meant to include projects, brands, patents and many things other than stocks and bonds. Even in this case, the term implies that rigorous financial and economic analysis methods are used.

INTRODUCTION:

Portfolio (finance) means a collection of investments held by an institution or a private individual. It gives investors periodically review their asset allocation across different assets as the portfolio can get skewed over a period of time. As the financial goals are diverse, the investment choices also need to be different to meet those needs. The main asset classes are cash, bonds and other fixed income securities, equities, derivatives, property and overseas assets. The expected return depends on the probability of the returns and their weighted contribution to the risk of the portfolio. These are two measures of risk in this context one is the absolute deviation and other standard deviation. Investment means purchasing of securities, financial instruments or claims on future income. It is made out of income and savings credit or borrowings and out of wealth. It is a reward for waiting for money. stock market is concerned, investment in shares is most risky as the likelihood of fall or rise in prices is uncertain. But the returns may also be high commensurate with risk.

LITERATURE REVIEW:

- Ram Kumar (University of North Carolina-Charlotte, USA), Haya Ajjan (University of North Carolina-Charlotte, USA) and Yuan Niu (University of North Carolina-Charlotte, USA) There is significant interest in managing IT resources as a portfolio of assets. The concept of IT portfolio management (ITPM) is relatively new, compared to portfolio management in the context of finance, new product development (NPD), and research and development (R&D). This article compares ITPM with other types of portfolio management, and develops an improved understanding of IT assets and their characteristics. It presents a process-oriented framework for identifying critical ITPM decision stages. The proposed framework can be used by managers as well as researchers.

- In this paper we provide a review of the current state of research on Portfolio Management with the support of Multi objective Evolutionary Algorithms (MOEAs). Second we present a methodological framework for conducting a comprehensive literature review on the Multiobjective Evolutionary Algorithms (MOEAs) for the Portfolio Management. Third, we use this framework to gain an understanding of the current state of the MOEAs for the Portfolio Management research field and fourth, based on the literature review, we identify areas of concern with regard to MOEAs for the Portfolio Management research field.

- Darius Danesh*, Michael J. Ryan and Alireza Abbasi Project portfolio management (PPM) has become a key element of large organisations' service delivery due to the close attention inherently paid to numerous issues in the discipline of project management. Its success is closely associated with the degree of understanding of its issues and the quality of decisions made at the portfolio level which can be addressed using multi-criteria decision-making (MCDM) methods. Although several of these MCDM methods have been introduced to support decision-making functions as part of PPM, there has been little assessment of their performances, particularly when combining some of them. This paper identifies the key challenges of PPM, proposes a new framework for classifying PPM MCDM related methods and presents a literature review of applications of MCDM methods to PPM

- C.B.H. Nel[#]; J.L. Jooste[*] Asset Care Research Group, Department of Industrial Engineering, University of Stellenbosch, South Africa The concept of 'smart' is increasingly used in the commercial environment, and relates to a perception of technological intelligence. The concept of 'Internet of Things' (loT) has also become a reality that makes a different approach to managing physical assets necessary. With this technological intelligence come vast quantities of asset data and the analysis thereof, which has proven to add value to asset management. To capitalise on and expand this value creation, smart asset management (SAM) came into being by incorporating proven methodologies and applying these in real-time management structures. This article offers a review of the existing literature, and aims to create industry awareness about the business potential of incorporating SAM into automated asset environments for strategic management decision-making.

OBJECTIVE OF THE STUDY

1. To know the type of portfolio customer, prefer more
2. To know the perception of customer towards portfolio management service
3. To know the satisfaction level of customers on h PMS service.

RESEARCH METHODOLOGY

The research design in the project is descriptive. Descriptive research includes survey, facts and findings and enquiries about the research topic. For this study, descriptive design is used where the data is collected through the questionnaire. Primary data will be collected through google forms by drawing a sample size of 50 respondents. Data will be analyzed and interpreted through graphs. The data was collected through primary as well as secondary data.

HYPOTHESIS

Ho. More than 75% Investors are investing their money for Liquidity, Return and Tax
Benefits
H1. Less than 75% investors are investing their money for liquidity, return and tax

Ho. In market more than 34% Investor had lose their money during the concerned year, whereas 20% respondents have got satisfied return.
H1. In market less than 34% Investor had lose their money during the concerned year, whereas less than 20% respondents have got satisfied return.

RESULTS
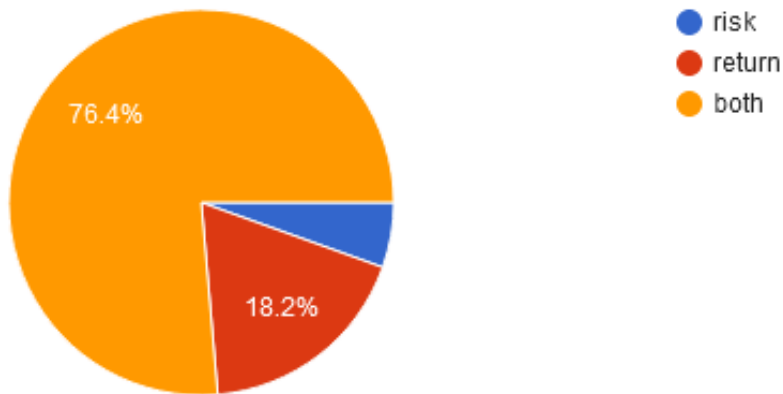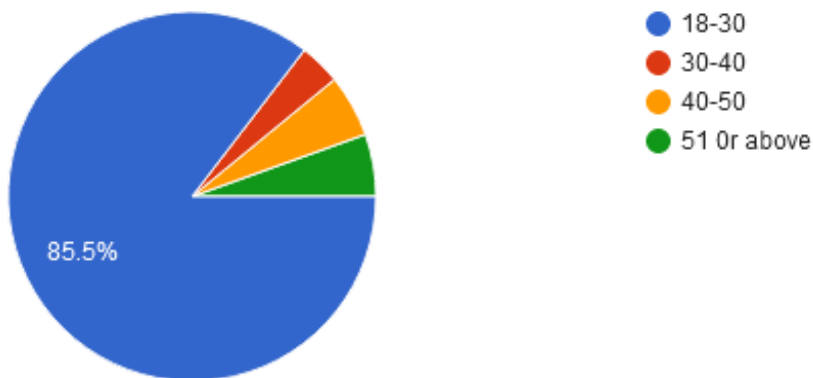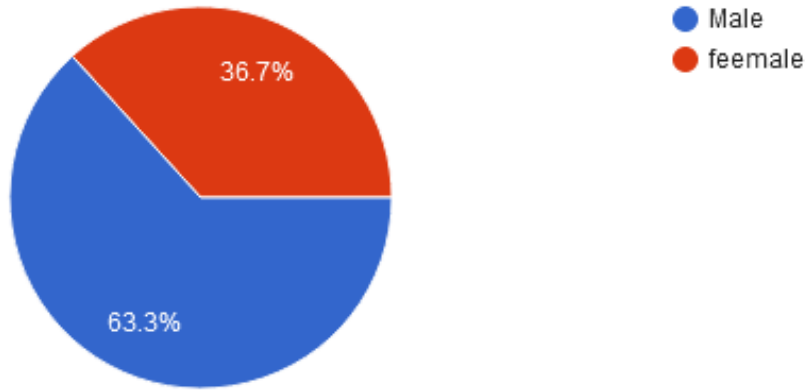
The highest factor that is considered by the investors are both risk and return, but return is the most important factor that investors prefer. 6% of the population considers risk factors.
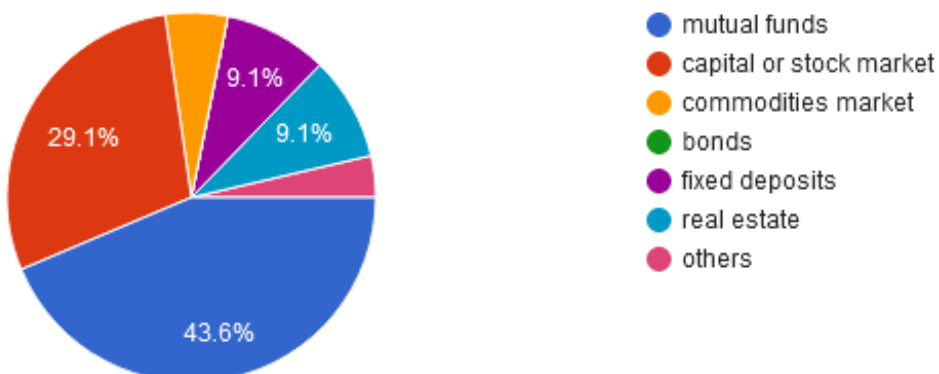
The above chart shows that 43% of the population gets best returns from mutual funds. 29% gets from investing in stock market that is from buying stocks from stock exchange. And rest of the population gets from fixed deposits and real estate.
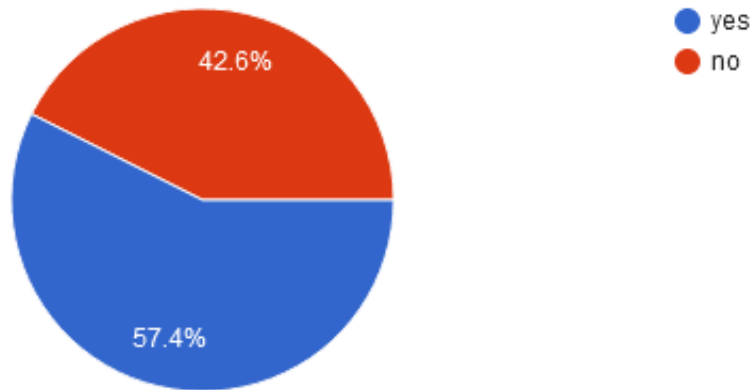

57% of the population agrees that PMS is safer than investing in mutual funds. 42% of the population do not agree with the statement. Therefore, more of the population is agreed with the statement but not agreed population is also not less than 20 they are 42% and cannot be called as less number.
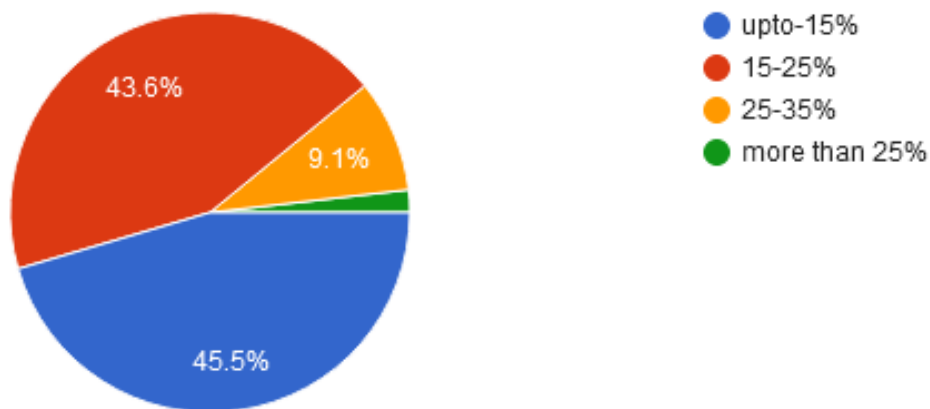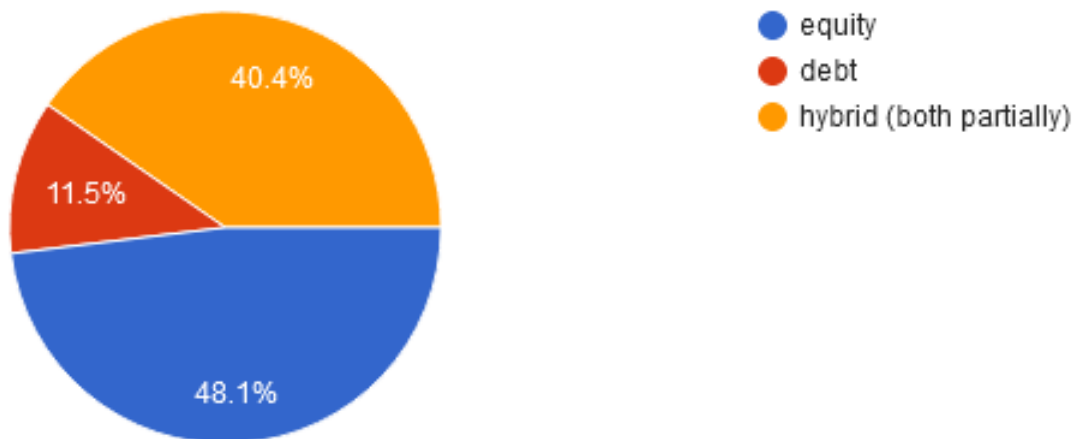

Above pie chart shows that 45% of the population expect to rise up to 15 % of the income by investment made by them and 43% expect to rise income from 15-20% from investment, and 9% expects to rise in 25-30% in income.
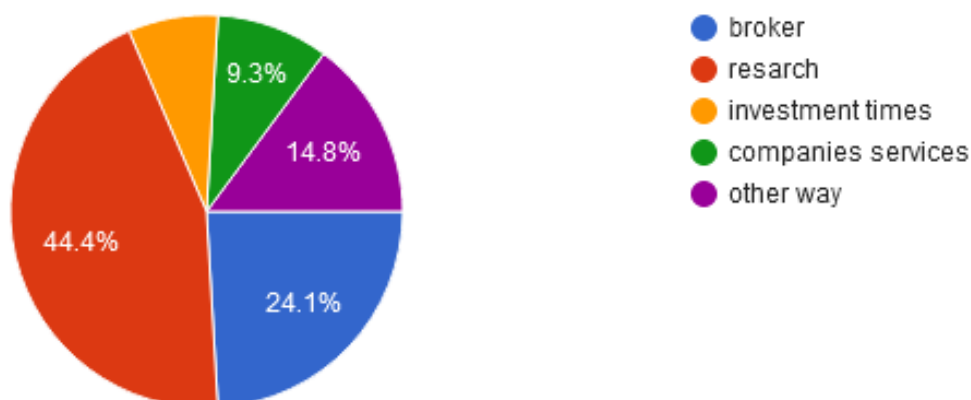
This chart shows that 44.4% of the investors like to invest through doing research rather than going to consultant. 24% like to go with broker, 14% like to do investment in other ways and 9% of them want to do investment through company services that is, AMCs.
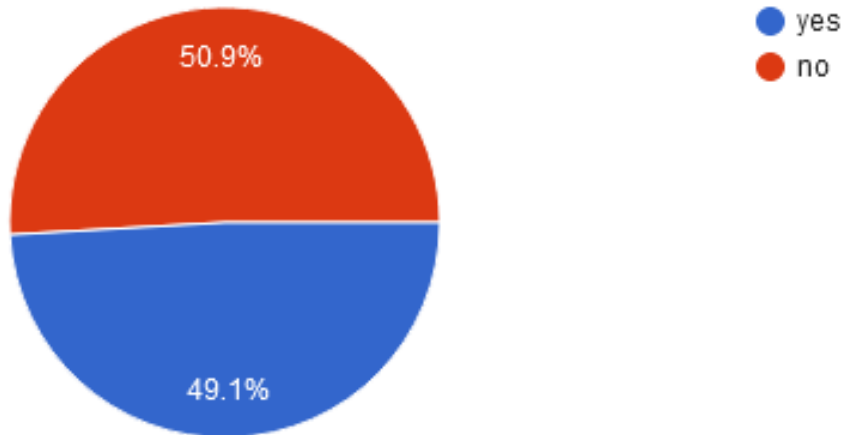
50.9% of the investors use PMS services whereas 49.1 do not prefer.

This chart shows that 40.4% of investors would like to keep their portfolio hybrid whereas, 48% would like to go for full equity portfolio at and 11% for fully debt portfolio

FINDINGS AND CONCLUSION:

- Above 90% of the population is aware about the investment option available in the market.
- Maximum of the population's investment purpose is to get returns rather than tax benefit and risk covering
- Above 70% of the investors considers both risk and return at the time of investment
  And less than 20 % of the investors focus on risk rather than return
- According to investors real estate and stock market gives the best return on their investment.
- More than 60% of the investors think that PMS is safer to invest
- 45% of the investors expect to get up to 15% return on their investment and 43% expects to get from 15-20%
- 80% of the investors satisfied with their returns on their investments and 20% did not
- Above 70% of the investors like to invest by themselves without broker or any consultant's help
- 50% of the investors use PMS services

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