

## **EXECUTIVE SUMMARY**

The report is prepared as per the requirement of our regular curriculum. The report emphasizes on Market Research workings of Mitraa Properties. The main business of Mitraa Properties is Real Estate (specifically construction and sales large residential apartments). This Project helps to know the knowledge applied in practical life situation and how a business is carried on.

The project was carried out for 6 weeks, during this period of six weeks I learned how a construction company works and what are the opportunities for people seeking to work in a construction company. I have made a comprehensive study of the company with regards to its Market Research analysis, current projects, vision mission & quality policy, Product and service profile, competitors, financial statements, SWOT analysis of company, and future growth and prospect.