

EXECUTIVE SUMMARY

The main aim of this project is to understand the perception of the investors on different avenues of the investment. The survey is conducted by me was on **“A STUDY ON INVESTORS PERCEPTION ON VARIOUS AVENUES OF INVESTMENT”**.

The survey includes things such as number of investors, which medium do investors prefer more for the investments, how do they conduct the financial planning, whom do they prefer for their financial planning, purpose behind the financial planning, percentage of people who prioritize risk, what opinion do they have on different avenues of the investment.

I carried out a survey of 100 people by formulating the questionnaire which is attached at the end.