

A STUDY ON REAL ESTATE BUSINESS IN SURAT CITY

M Tech Dissertation Phase - II

Submitted in

Partial Fulfillment of the

Requirements For the degree of

MASTERS OF TECHNOLOGY

in

Construction and Project Management

by

Prayas Kishorbhai Kantharia

180305216005

Under the supervision of

Dr. Mohammed Shakil S. Malek

Prof. Sumit Phugat



April 2020

DEPARTMENT OF CIVIL ENGINEERING

PARUL INSTITUTE OF TECHNOLOGY

FACULTY OF ENGINEERING & TECHNOLOGY

PARUL UNIVERSITY

P.O. Limda – 391760, GUJARAT, INDIA

ABSTRACT

These days individuals need house, and land property to protect the future with investments for own uses and capital in the world. The inspirational viewpoint of the Indian government is the key factor behind the sudden rise of the Indian Real Estate Sector – the second biggest business after the agriculture in India. The growth curve of Indian economy is at a record-breaking high and adding to the rise is the real estate sector specifically. About two hundred and fifty ancillary industries such as cement, steel, brick, timber, building materials etc., are dependent on the real estate industry. The sole purpose of this study is to determine the current condition of the realtors in Surat city. It presents socio economic profile of the realtors, their use of promotional tools and its effectiveness, realtor's sources of funds, their eligibility and SWOT analysis of realtors (SWOT – Strength, Weakness, Opportunity and Threat). Overall this study will be very useful for realtors to strengthen their position in current and future markets.

Keyword: Real estate, Realtors, Promotional tool, Funding, Surat.