

“A STUDY ON INVESTMENT PORTFOLIO MANAGEMENT WITH REFERENCE SUPREME SOLAR PROJECTS PVT LTD”

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Abstract:

Purpose-This paper focuses on the possible interactive effect of cash levels on the relationship between NWC and profitability. An Investment Portfolio Management system is a highly sophisticated software application meticulously crafted to assist investors in the management of their investment portfolios. Investment management can be include purchasing and selling assets, creating short or long term investment strategies, overseeing a portfolio ‘s asset allocation and developing a tax strategy. Investment management can be done independently or with an investment manager’s help investment portfolio management involves building and overseeing a selection of assets such as stocks, bonds, and cash that meet the long-term financial goals and risk tolerance of an investor. Active portfolio management requires strategically buying and selling stocks and other assets to beat the performance of the broader market. Form the investor point of view this portfolio followed by him is very important since through this way one can manage the risk of investing in securities and there by managing to get good returns from the investments in diversified securities instead of putting all the money into one basket. Now a day’s investors are very cautious in choosing the right portfolio of securities to avoid the risks from the market forces and economic forces. So this topic is chosen because in investment portfolio management one as to follow certain steps in choosing the right investment portfolio in order to get good and effective returns by managing all the risks. This topic covers how a particular investment portfolio has to be chosen concerning all the securities individual return and there by arriving at the overall investment portfolio return.

Keywords working: Resource management, Outcome management, Program management

1.INTRODUCTION:

Investment portfolio management can be includes purchasing and selling assets, creating short or long-term investment portfolio strategies, overseeing portfolio strategies, overseeing a portfolio's asset allocation and developing a tax strategy. Investment portfolio management can be done independently or with an investment manager's help an investment portfolio management involves building and overseeing a selection of assets such as stocks, bonds, and cash that meet the long-term financial goals and risk tolerance of an investor. Investment management refers to the handling of financial assets and other investments not only buying and selling them. Management includes devising a short or long-term strategy for acquiring and disposing of portfolio holdings. It can also include banking, budgeting, and tax services and duties, as well.

The term most often refers to managing the holding with in an investment portfolio, and the trading of them to achieve a specific investment objective. Professional investment management aims to meet particular investment goals for the benefit of clients whose money they have the responsibility of overseeing. These clients may be individual investors or institutional investors such as pension funds, retirement plans, governments, educational institutions, and insurance companies.

Investment portfolio management services include asset allocation, financial statement analyses, stock selection, monitoring of existing investments, and portfolio strategy and implementation.

2.INVESTMENT PORTFOLIO MANAGEMENT STRATEGIES AND POLICIES:

The process of effective portfolio management includes continual study and monitoring of the state of portfolios and the securities market, as well as portfolio rebalancing.

Investment managers are usually compensated via a management fee, usually a percentage of the value of the portfolio held for a client. Management fees range from 0.35% to 2% annually. Also, fees are typically on the sliding scale the more assets a client has, lower the fee they can negotiate. The average management fee is around 1%.

3.LITERATURE REVIEW:

1. AEE SOBAIH, IA WLSHAER-MATHEMATICS (2023):

This research examines the impact of financial knowledge on risky investment intention via the lens of the theory of planned behavior.

2. IA ELSHAER, AEE SOBAlH-MATHEMATICS (2023):

The current study examines the direct effect of investment awareness and university education support on student' risky financial investment intension.

3. KEVIN (2022):

Portfolio management comprises all the prosses involved in the creation and maintenance of an investment portfolio.

4. KM NYANDONGO (2022):

Abstract Information Technology (IT) portfolio are reported to be failing, thus exposing their parent organizations to dire consequences that can affect their competitiveness, their ability.

Statement of the problem

The study issue chose for the investigation entitled "Investment Portfolio Management" by Supreme Solar Projects Private Ltd. This subject is chosen Supreme organization is one of the biggest selling sun-oriented items in India and know the quality and short coming of this sun powered items.

Investigation technique is defined as "The study of methods by which gets knowledge, it deals with the cognitive processes imposed on by problems arising from the nature of its subject matter".

The purpose of examine is to discover and analyses the impact of various trade advertisement techniques of supreme solar company on dealers a driving factor and measures its impact.

5. OBJECTIVES OF THE STUDY:

To study the changing and different ratios of the investment and portfolio management.

To asses the company's profitability and financial performance.

4.RESEARCH METHODOLOGY:

This direct connection means that the company's profits depend on market valuations. A major decline in asset prices can cause a decline in the firm's revenue, especially if the price reduction is great compared to the on going and steady company costs of operations. Also, clients may be impatient during hard times and bear markets, and even above average fund performance may not be able to sustain a client's portfolio.

Pros:

- Professional analysis
- Full-time diligence
- Ability to time or outperform market.
- Ability to protect portfolio in down times.

Cons:

- Sizable fees.
- Profits fluctuate with market.
- Challenges from passively managed vehicles, robot-advisors.

6.HYPOTHESIS:

Null hypothesis-The company don't have impact on investment portfolio management.

Alternative hypothesis-The customers have impact on investment management.

7.METHOD OF DATA ANALYSIS:

The two primary methods for data analysis are qualitative data analysis techniques and quantitative data analysis techniques. These data analysis techniques can be used independently are in combination with the other to businesses leaders and decision makers acquire businesses insights from different data types.

8.ANALYSIS:

TABLE NO 1

Table showing the percentage of age group of respondents.

Age Group	No. Of Respondents	Percentage
Less Than 25	29	58%
25-35	09	18%
35-45	05	10%
Above-45	07	14%
Total	50	100%

Analysis: According to above table less than 25 years aged respondents are 58%, 25 to 35 years aged respondents are 18%, 35 to 45 years aged respondents are 10% and 45 above aged

respondents are 14%.

TABLE NO 2

Table showing the percentage of employment status.

Status	No. Of Respondents	Percentage
Govt Employee	17	34%
Pvt Employee	03	6%
Students	08	16%
Others	12	24%
Total	50	100%

Analysis: According to above table respondents are based on the occupation Government employee respondents are 17, private employee respondents are 3, student's respondents are 8, others respondents are 1.

11. Findings:

- Most of the consumers are dealing with supreme solar projects pvt ltd.
- The company products more an eco – friendly products to the customers and also try to attain maximum customer satisfaction.
- Company is a developing state with many of branches.
- Most of the customers feel that on the basis of performance, quality they will recommend others to by supreme solar projects pvt ltd.
- Discount is given on repeat purchaser.
- Company is a developing state with many of products.

12.CONCLUSION:

It is the concluded that investment promotion is important to improve the investment of the company and to reach new customers. Each and every organization should have a good strategic plan for their promotion to withstand in market with huge competition. The discounts and loyalty



program in the company will improve the investment by attracting new customers. The best investment promotion to help the company to fulfil the organizational objective. The investment promotion is must to improve their investment in every organizations. The investment is monitored based on the promotional activities practiced by the organization, the company should have better promotional activities practiced in the organization to estimate the investment.

13.REFERENCE:

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