

# A Study Future Scope of Mutual Fund Business

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**Abstract:** *In few years Mutual Fund has emerged as a tool for ensuring one's financial well being. Mutual Funds have not only contributed to the India growth story but have also helped families tap into the success of Indian Industry. As information and awareness is rising more and more people are enjoying the benefits of investing in mutual funds. The main reason the number of retail mutual fund investors remains small is that nine in ten people with incomes in India do not know that mutual funds exist. But once people are aware of mutual fund investment opportunities, the number who decide to invest in mutual funds increases to as many as one in five people. The trick for converting a person with no knowledge of mutual fund to a new Mutual Fund customer is to understand which of the potential investors are more likely to buy mutual funds and to use the right arguments in the sales process that customers will accept as important and relevant to their decision. This Project gave me a great learning experience and at the same time it gave me enough scope to implement my analytical ability. The analysis and advice presented in this Project Report is based on market research on the saving and investment practices of the investors and preferences of the investors. Preferences in Mutual Fund means are they prefer any particular Asset Management Company (AMC), Which type of Product they prefer, Which Option.*

**Keywords:** NAV – Net Asset Value, SIP – Systematic Investment Plan, STP – Systematic Transfer Plan, SWP – Systematic Withdrawal Plan.

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