

A STUDY TO FIND OUT MARKET POTENTIAL FOR NEXGES SOFTWARE IN GROUP HOUSING SOCIETIES OF EAST DELHI

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ABSTRACT

The Report is all about “A STUDY TO FIND OUT MARKET POTENTIAL FOR NEXGES SOFTWARE IN GROUP HOUSING SOCIETY OF EAST DELHI” and also to know about the customer perceptions and attitudes towards the software. Satisfaction level of the customers was also judged. The customer expectations were analyzed thoroughly. Major factors considered in research are: which group housing societies want to become a smart society, how many group housing societies are aware about the Nexges software & how they feel if Nexges provide automation to their society. To find this, descriptive research was conducted by using the procedure survey method. From the population of group housing societies a sample of 28 societies was selected and random sampling method was used to select the sample from all group housing societies. The findings of this research hopefully will demonstrate awareness of smart society concept among the group housing societies and will also create awareness of Nexges software among the group housing societies.

KEYWORDS: The customer expectations were analyzed thoroughly. Major factors