

TOPIC

PLANNING



MEANING OF PLANNING

Planning is deciding in advance what to do, how to do it, when to do it and who to do it. It involves anticipating the future and consciously

Choosing the future course of action.

“According to Haimann, Planning is the function that determines in advance what should be done.”

Nature of Planning

- Planning is goal-oriented
- Planning is a primary function
- Planning is all-pervasive
- Planning is a continuous process
- Planning is forward-looking
- Planning involves choice
- Planning is directed toward efficiency

PROCESS OF PLANNING

The main step in planning process are as follow:-

Step 1- DEFINE THE TASK-

Step 2- IDENTIFY RESOURCES-

Step 3- CONSIDER ALTERNATIVE-

step 4- CREATE THE PLANNING-

Step 5- WORK THE PLAN-

Step 6- EVALUATE-

Importance of planning

- Focuses attention on objectives and result
- Reduces uncertainty and risk
- Provides sense of direction
- Encourages innovation and creativity
- Helps in co-ordination
- Guides decision-making
- Provide efficiency in operation

Limitation of planning

- Lack of accurate information
- Time and cost
- Resistance to change
- Lack of ability to plans
- False sense of security
- Environmental constraints

Principles of planning

- Principle of contribution to objectives
- Principle of efficiency of plans
- Principle of primary of planning
- Principle of planning premises
- Principle of policy framework
- Principle of timing
- Principle of alternatives
- Principle of limiting factor
- Principle of commitment
- Principle of flexibility
- Principle of navigational change
- Principle of competitive strategies

Types of planning

- Corporate planning
- Divisional or functional planning
- Group planning

Group or sectional planning

Group or sectional planning refers to planning for specific groups or section within a department or division .

group or sectional planning are formulated mainly at the operating level of management . They have to approved by higher authorities.



Departmental or Divisional Planning

Such planning includes the plans formulated for various departments or division of an enterprise. it determines the scope and activities of a particular department.

Departmental or divisional plans are formulated at the middle level of management and approved by the top management.

corporate planning

Planning for the company as a whole is known as corporate planning. It lays down objectives, strategies, and policies for the entire organisation.

corporate planning is done at the top level of management.

“THANK YOU”