

PLANNING

Planning is the process of establishing goals for a specific time period, developing multiple courses of action to attain them, and then selecting the best choice from among the numerous courses of action available.

PLANNING HAS THE FOLLOWING MAIN FEATURES:

1. It focuses on attaining organizational goals.
2. It is the primary function of management since it serves as the foundation for all other activities of management.
3. It is pervasive because it is necessary in all organizations, at all levels, and across all departments.
4. It is continuous because one plan is created, implemented, and then followed by another.
5. It is futuristic since it entails anticipating and planning for the future.
5. It entails decision-making since it requires a choice between many potential courses of action.
6. It is a mental workout since it is an intellectual activity that requires thought rather than doing.

THE IMPORTANCE OF PLANNING:

1. It gives directions.
2. It minimizes overlapping and inefficient tasks.
3. It lowers the danger of ambiguity.
4. It encourages fresh thoughts.
5. Facilitates decision-making
6. Establishes control standards.

LIMITATIONS IN PLANNING:

1. Leads to rigidity.
2. It may not operate in a dynamic environment.

3. Reduces creativity
4. High costs
5. Time-consuming Process
6. Does not guarantee success.

Planning has external limitations.

1. Natural Calamities
2. Government Policy Changes
3. Competitors' Strategies
4. Technological Advancements
5. Changes in fashion, taste, and other factors.

STEPS IN THE PLANNING PROCESS:

1. Setting Objectives
2. Developing Premises
3. Identifying different ways of action
4. Evaluating alternate routes
5. Choosing an alternative.
6. Implement the plan.
7. Follow-up actions

- **Single-use plans** are one-time plans meant to fulfill a specific aim.
- **Standing Plans:** A standing plan is one that is used to organize activities that occur on a regular basis throughout time.
- **Objectives** are the goals that management aims to attain through its operations during a particular time period.
- **A strategy** is a thorough plan for achieving an organization's objectives.
- **Policies** are general declarations that channel energy in a certain direction.
- **A procedure** is a chronological series of several actions that must be completed in order to complete a task efficiently.

- **A method** is a predetermined procedure in which a certain operation or activity is carried out in accordance with the organization's goals.
- **Rules** are clear declarations that provide guidance on what should be done.
- **A program** is a thorough declaration about a project that includes the objectives, regulations, processes, rules, tasks, human and physical resources needed, and the budget for implementing any course of action.
- **A budget** is a declaration of expected results stated numerically over a defined period of time.

