

PLANNING IN BUSINESS ADMINISTRATION

Planning^{is} concerned with defining goals for a company's future direction and determining the mission and resources to achieve those targets. To meet objectives managers may develop plans, ~~such~~ such as a business plan or a marketing plan.

- * Strategic planning.
- * Operational planning.
- * Contingency planning.

Strategic plans are designed with the entire organization in mind and with organizations mission. Adoption of courses and allocation of resources necessary to achieve the aims. Top level managers are engaged. Mission. basic function or task of an enterprise or agency or any part of it. An organized operation.

Operational plans. highly detailed plan that provides a clear picture of how a team, section or department will contribute to the achievement of the organization's goals. The operational plan maps out the day-to-day tasks required to run a business and cover

Contingency planning ~~or ba~~ is activated

by a business organization only when a disaster or unforeseen situation disrupts the operations of the company or puts its employees at risk.