

# UNIT TWO – Part Four

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# **Features Of Planning**

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- **Planning is Goal Oriented**
- **Planning is a Primary Function**
- **Planning is All Pervasive**
- **Planning is a Mental Exercise**
- **Planning is a Continuous Process**
- **Planning Involves Choice**
- **Planning is Forward Looking**
- **Planning is Flexible**
- **Planning is an Integrated Process**
- **Planning Includes Efficiency and Effectiveness Dimensions**



# Importance Of Planning

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- *Increases efficiency*
- *Reduces business-related risks*
- *Facilitates proper coordination*
- *Aids in Organizing*
- *Gives right direction*
- *Keeps good control*
- *Helps to achieve objectives*
- *Motivates personnel*
- *Encourages creativity and innovation*
- *Helps in decision-making*