



PLANNING

PRESENTED BY-

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“Planning is essential in every walk of life. Each and every person has to frame a plan to recede in his activities. The plan period may be short or long. Planning is the first and foremost function of management.”



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



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

Planning Process

Identification of Opportunities



Establishment of objectives



Planning premises



Identification of alternatives



Evaluating the alternatives



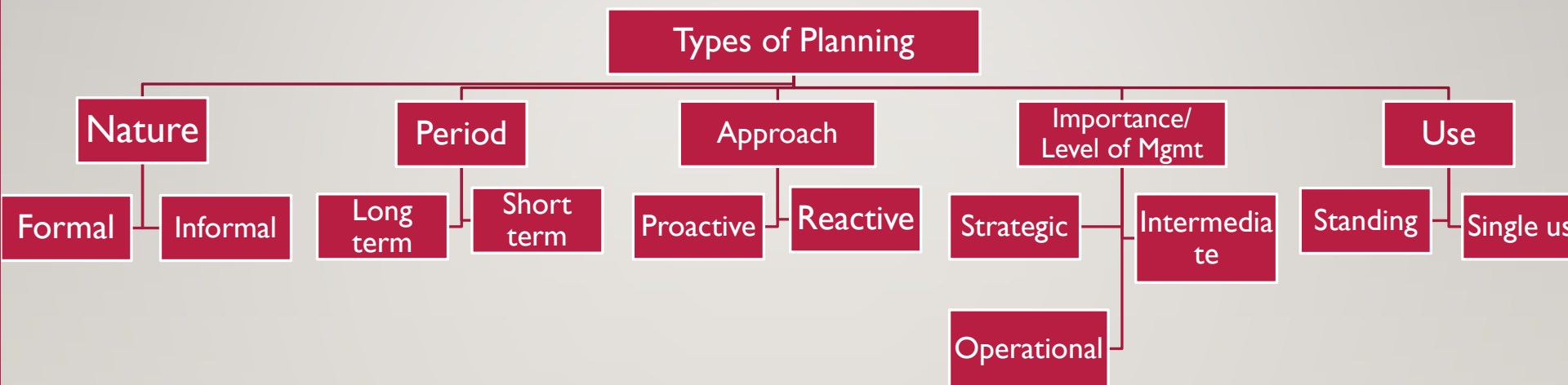
Choose the best alternative



Implement the plan



Monitor & Evaluate



ADVANTAGES OF PLANNING

- Planning facilitates management by objectives
- Planning minimizes uncertainties
- Planning facilitates co-ordination
- Planning improves employee's moral
- Planning helps in achieving economies
- Planning facilitates controlling
- Planning provides competitive edge
- Planning encourages innovations

Limitation of planning

- ◉ Lack of accurate information
- ◉ Time and cost
- ◉ Resistance to change
- ◉ Lack of ability to plans
- ◉ Environmental constraints

REFERENCE BOOKS

- L. M. Prasad-Principles of Management
- Drucker, F. Peter - The Practice of Management
- Terry and Franklin -Principles of Management

Thank You