**Introduction**

This is an overview of the of the Robert Anthony framework while taking into the similar characteristics that this framework has with MCTV. This document includes the Strategic, Managerial and Operational elements of the relation to MCTV Limited.

**Operational Level**

The operational section of the Robert Anthony framework is the third category of organisational planning and control. The operational control process ensures that individual tasks are completed both effectively and efficiently. In the context of the existent Operation control characteristics of MCTV the focus of Task control would be the scheduling and completion of individual tasks such as the monthly the excel sheets that are created. These operational control systems are supposed to ensure that the daily tasks are consistent with fixed objectives and aims. Automation will allow a company to enjoy the benefits that technology can offer such as Microsoft office suite. This is relevant for the excel sheets that are created on a monthly basis and will allow for the calculations to be made automatically. In the operational level of the business this is where a business collects data about trends. The data that is collected in these excel sheets can affect the other sections of the robert anthony framework such as the Managerial and Strategic areas because if the data that is collected in the excel sheets show that a trend or variable had the potential to increase profits then the company would change its direction or its methods in how it does things. This can be seen in MCTV with the introduction of technology into the business with the automated benefits of technology. The operational elements of a company are typically the first to be to be automated. We can see this in MCTV with the possible introduction of cloud transactions on the wordpress site this would greatly change the retail structure of the business or in the case where MCTV decide to write reminder payment emails rather than reminder letters which would greatly increase efficiency and reduce costs of the company.

**Managerial Level**

The Managerial Level of the business focuses largely on the information and data retrieved from within the company. It is far more involved in the functions of the company and the processes occurring within it, for example, how the guidelines set out by the strategic level are put into place, and the tactical methods by which this must be done. This level also deals in how the company runs on a daily basis, and how any problems with how the company is running will be corrected to ensure the business is healthy. It collects resources and uses them to achieve the goals of the organisation. This level also deals in planning that applies to a medium distance in the future, with medium results. Its organising is departmental, and its control is based on periodic control and any exceptions that exist. Most information at this level is retrieved from reports as opposed to any other means. However, the speed at which the requirements in this level are achieved is not as important as in the operational level. This level also involves control of things such as cost and product quality. At MCTV, this should translate as how the company will create the schedule for monthly production planning, ensuring the staff are working to maximum efficiency, and other general scheduling. The reports each member of staff will produce on their chosen methods of improving the company also fall under this level, as are the resources that the company will be using to manage all of their information. This includes the likes of Trello and GitHub. In terms of control, MCTV’s managerial level will involve itself with the cost of buying from the suppliers, and the quality of the products being sold.

**Strategic Level**

The strategic level is the sole responsible for overall direction, business vision takes and is itself an early form of control. At MCTV limited, the future rests at the utilization of technologies in general, grasping the knowledge of how to implemented effectively and efficiently. The main primary stages entails strategy establishment, strategy utilization, and strategy evaluation or control. Primarily focuses towards functions rather than towards tasks and processes, using strategic data which is a mix of internally and externally gathered information. In the MCTV spreadsheet shows the importance of details collection as it helps to cement the evidence to start establishing a strategy to follow through. Like in-depth details of one of the customer and tailor these details to specific customers. This would involve locating the key success factors from analyzing those data and represent them in comparison charts, graphics, bars and decides where to distribute the resources where it would be best maximize for the greatest impact in terms of financial and efficient work activities. Also, strategic controls deals with the questions of the strategy being well executed in the first place and the end result gain from those strategy. Obtaining those data and review them through series of feedbacks and comments about them then analyze the pros and cons which the resulting report will be beneficent for solving actual problem that may arises and take appropriate course of action.

**Bibliography**

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