

## **Concept and Nature of planning**

### **Definition of planning**

Planning is the process of deciding in advance what is to be done, who is to do it and how it is to be done and when it is to be done.

The determination of a course of action to achieve the desired result and bridges the gap from where we are to, Where we want to go. Planning is the intellectually demanding process it requires the conscious determination of course of action and bases of decision on purpose knowledge.

### **Nature of Planning**

**Planning is an intellectual activity-** to decide the things to be done in future. It involves use of mental skills for the achievement of group objective

Planning involves selection among alternative. Planning is a choice activity planning process involves mining of alternatives in selection of the best alternative

**Planning is forward-looking planning** -means looking ahead it is carried out to achieve some objectives in future. It may involve forecasting of future event such as customer demand, competition, and government policies.

**Planning related to objective-** every plan that comprised the objective to be attained in the future and these steps necessary to reach them managerial planning seeks to achieve a consistent coordinator, structure of operation, focused on desire ends.

**Planning is the most basic of all management functions-**Managerial operation and organizing, staffing, leading and controlling are design to support the accomplishment of organisation objective planning location of all the other managerial function

**Planning is a necessary function of management-** planning is a function of all managers all the character and planning will play very with their nature of policy and plan outlined by the superior.

### **Significance of planning**

**Focus is on attention on objective:** - All planning is directed towards achieving the Enterprises objective and focuses attention on these objectives.

**Planning ensures economic cooperation** -Planning needs lots of mental exercise, which is directed towards achieving efficient operation in the Enterprise substitute joint directed efforts for a co-ordinate piecemeal activity this helps in better utilization of resources and then minimizing costs

**Reduces uncertainty** -planning helps in reducing uncertainty of future because it involves anticipation of each element effective planning is a result of deliberate thinking based on forecast and figures.

**Facilitate control** planning helps the manager and performing their function of control planning and control are inseparable in the sense that unplanned action cannot be completed the predetermined deviations from plan

**Improve competitive strength** effective planning gives competitive edge to the enterprise over other income Luck now plan other ineffective Planning

**Improve motivation** a good planning system ensure your participation of all managers which improve their motivation it improves the motivation of work and because they know clear what is to be expected of them.

## **Types of Planning**

**Corporate planning** – corporate planning is defined as a systematic and comprehensive process of planning taking into account of resources and capabilities of the organisation and the environment within which it has to be operate it will it usually covers a long period of 5 years or even more than this.

**Divisional planning (middle level)** -divisional planning related a particular division or department wise that the objectives policy and program of a particular division or department in tune with the corporate plan of the Enterprise

**Sectional planning( lower level)** -sectional all over planning is Highly Effective as it is done to achieve the Divisional objective it focus is to lay down retail plan for a particular unit for the day to take guide of personal working there

**Strategic planning-** strategic planning is the process of deciding the objectives of the organisation and decide the manner in which the resources of the enterprises are to be deployed to realize the objective in the uncertain environment. It covers a long period depending on the nature of Business, top-level management does Environment .It, and it is based on organisation objective

**Operational planning** -operational planning confirm the efficient use of the sources already located update the development of control mechanism for the efficient Operation for that organisational objectives are achieved. It covers a short run period after one year it is done by the middle level and lower level and focus is on specific departments and functional area of this business.

**Tactical planning** -these plans are made for short-term moves and necessary for the strategic plans in a given first forms objective and they are required to meet the challenge of sudden change in the environment .For example tactical plans are made to handle change in demand of your company product because of entry of a competitor.

#### **According to time span of planning**

**Long run planning** -long range planning is the process of establishing long-term NGOs working out strategic policy and program to achieve the in other words long range planning sets long-term goal for the business it covers a period of ranging from 5 years to 20 years.

**Medium range planning-** intermediate plans are made to support the now they may relate to development of a new product or market and publicity increasing return on investment from the existing product for market. Medium term planning for the period of more than one year but less than five years.

**Short range planning-** short range planning relate to period of less than one year. These plans are made to short terms goals for instance training of workforce, product design.