

## Planning

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## Nature of Planning

- (i) Planning is Goal Oriented
- (ii) It is primary function of management
- (iii) Planning is all pervasive
- (iv) It is a continuous process
- (v) It is futuristic
- (vi) It is a mental exercise
- (vii) It involves decision making.

- (i) Planning is Goal Oriented :- Planning is purposeful. We cannot think of of planning in absence of the goal.
- (ii) Planning is the Primary Function of Mgt. :- It is the first function performed by every manager. It lay down the base for other functions of management. No other function cannot be performed without planning.
- (iii) Planning is All pervasive :- Planning is required in all the levels of management as well as in all the departments of the organization.
- (iv) Planning is Continuous :- Plans are required for a specific period of time, maybe for a month or a year. At the end of that period, there is need for a new plan to be drawn on the basis of new requirements.
- (v) It is Futuristic :- Planning always means looking ahead, it is never for the past. All the manager's make predictions and assumption for future.
- (vi) It is a mental exercise :- It is thinking process rather than doing process. It requires application of mind involving foresight, intelligent imagination and sound judgement. It requires logical and systematic thinking rather than guesswork and wishful thinking.
- (vii) It involves decision making :- It involves the choice of many of the best alternative out of various alternative.