

IMPORTANCE/ADVANTAGES OF PLNNING

- **Achievement of objectives-** profit , goodwill ,expansion , face competition, (**GOALS**)
- **Provides direction-** avoid unproductive activities, employees gets direction, what--How
- **Proper organization-** all resources,6ms- capital, material, man power, technology, Infra
- **Decision making-** evaluation , take action, Quality mgmt.,
- **Generates Co-ordination-** activities &resources, short term-medium-long term plans
- **Facilitates Control** – control on all activities , maintain standard,
- **Reduces Risks-** recession ,boom , market, technology, Env.
- **Motivation to Personnel** – incentives – financial - non financial,