

MGMT BY OBJECTIVES

MBO-STEPS

- 1) Analysis of Environment:-** Internal and external env. ,
Internal Env - mgmt. -policies, manpower, Technology,
External Policies- Govt., consumer likes-dislikes,
competitor's International policies.
- 2)Formulation of Goals-** on the basis of SWOT analysis.
(self study) production , finance, marketing, HR
- 3)Formulation of Plans** - with all personnel's & MGMT.
back up plans

4) Selecting Best Plans - on the basis of cost benefits,.

5) Implementation of Plan- support from Mgmt. ,6m's,
,motivation, comparison, corrective measures.

6) Follow-up-Performance - mgmt. undertakes annual review
the performance , superior gives guidance , re-set the goals.