

ASPECTS REGARDING PLANNING THE COMPANY'S ACTIVITY IN THE ACTUAL ECONOMIC CONTEXT

Georgeta Făniță

University of Craiova, Faculty of Horticulture, Street A.I.Cuza, no. 13, 200585, Craiova,
e-mail: georgetafanita@yahoo.com

Key words: planning, strategy planning, tactic planning, program

SUMMARY

Planning is an essential management activity, no matter the type of the organization that must be run. Planning is defining the objectives, choosing the best ways adapted to the goal itself, and then planning them in different moments in time. A proper planning allows taking the best decisions at the right time and translating them in programs.

The main problem that most companies deal with is abridgement of resources; this indicates it is very important that all availabilities be used with maximum results; or, the company must plan its activity in a more efficient way than others.

Small and middle companies, apart from bigger ones use advantages that help them control the cost of elaborating a business plan. Having less produces and services to offer, less employees and harm one the market confined, they can clear up easier their objectives, in a shorter period of time, less money and information.

Planning stages and the content of planning and programs differs from one field of activity to another.

Most appropriate planning techniques are chosen from the point of view of the tasks a manager has to accomplish, at his/her competence level.

Planning process contributes to solving many problems a company deals with: the activity zones that managers did not taken properly into consideration shall be identified; managerial team shall take into consideration the future strategy of the company, evaluate the main objectives and flaws of the company; better informational leading systems are to be taken into consideration, in order to influence the process in which decisions are taken; a basis to analyze the chances of a product or activity to succeed, in order to elaborate short term outlooks, development; main development levels for which the company has to achieve special information must be identified; an operative background through which employees and other persons can find the future ways of action of the company shall be assured; the planning process is of great importance in assuring the information about the company's perspectives, information that is asked for by potential investors.

BIBLIOGRAPHY

1. Bessis, J., D., Galai, L., Hillel, Ph., Kienast, 1997, Business Plan, Science and Technique Society, Bucharest.
2. Certo, S., 2002, Modern Management, Teora Publsiing House, Bucharest.
3. West, A., 2000, Business Plan, Teora Publishing House, Bucharset.
4. * * * Economic Tribune Magazine, no. 33/ 1999.