



4 Planning






What is Organizational Planning?

Organizational planning is the process of defining a company's reason for existing, setting goals aimed at realizing full potential, and creating increasingly discrete tasks to meet those goals.

Planning



Planning

-  **Top – down planning)**
-  **Bottom – up planning)**
-  **Inside – out planning**
-  **Outside – in planning**
-  **Contingency planning**



(1) Short-range Planning

(2) Medium-range Planning/

(3) Long-range Planning



Corporate level

Tactical plans

Operational plans



Grand Strategy

Growth Strategies

Stability Strategy

Retrenchment Strategy

Combination Strategy



Corporate Growth Strategies

Backward Integration

Forward Integration

Corporate portfolio Strategies



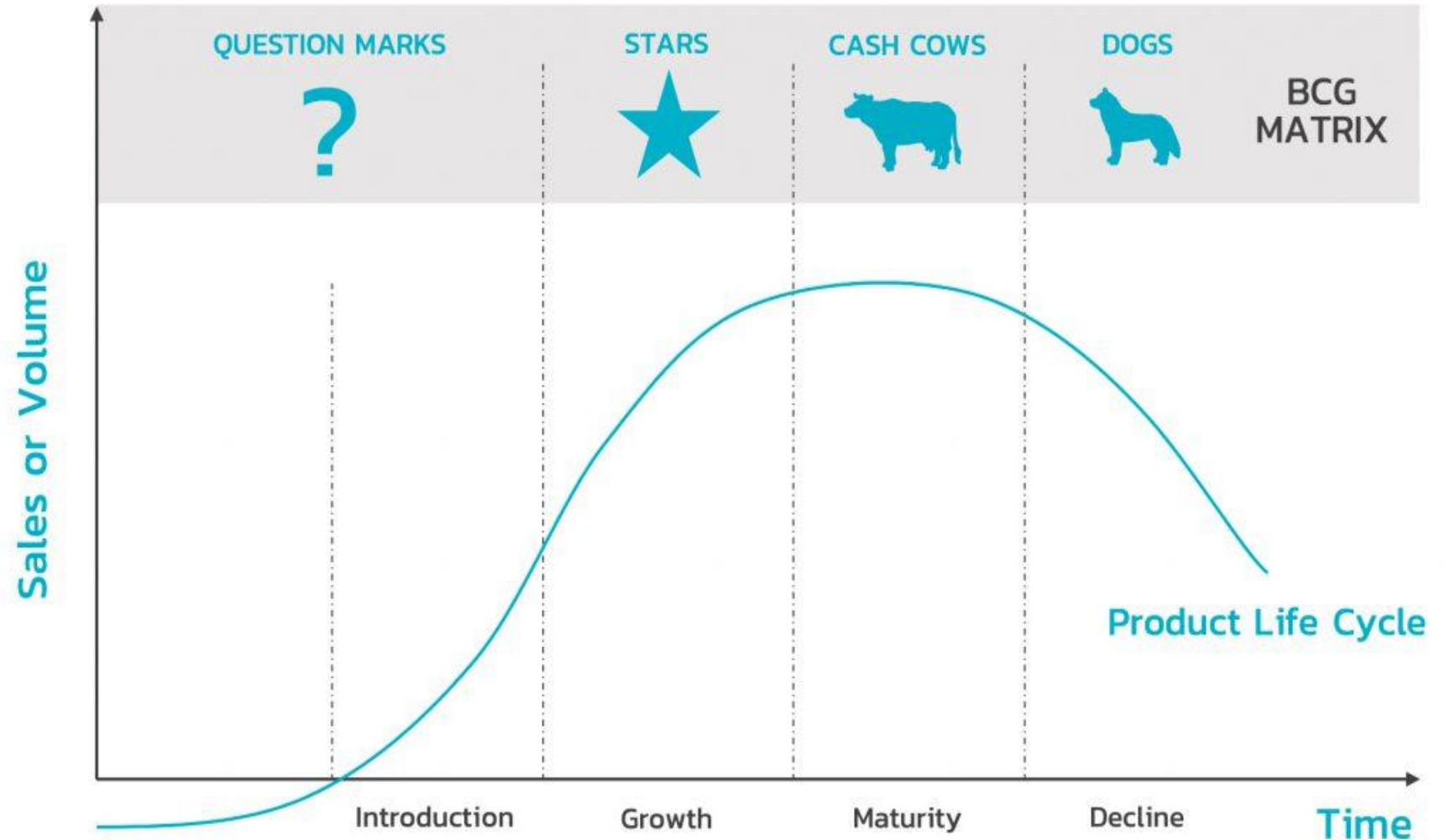
Product Life cycle

Introduction

Growth

Maturity

Decline



Corporate portfolio Strategies

Differentiation Strategy

Cost Leadership Strategy

Focus Strategy