

The management process in achieving organizational goals



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Management is the procedure of accomplishing organisational ends.

Therefore, to achieve the end that need through the planning, forming, taking and commanding maps. These four major maps are systematical advancement on direction. Furthermore, planning is the first of import measure to get down a major undertaking. A good long-run program is more like a guideline that will steer people to travel through the undertaking in the hereafter. A long-run planning determines the hereafter development way of endeavors and besides depicting the future image of corporation. It includes putting nonsubjective and makes a batch of strategic determinations in every regard which are benefit for the organisation. To accomplish a perfect successful undertaking besides need clip to do a perfect proposal because that is really important and indispensable. Consequently, non merely the big organisation but besides the little organisation is still back up for long-run program. Therefore, some directors consider altering the long-run planning to a short-run planning. There is a series of `` what if '' scenarios as follows:

What if their external environment is incompatible with the internal environment on the short-run program?

What if engineering and economic system factor will impact their ability to offer merchandises and service?

External environment and internal environment are critical on the accomplishment of organisational end. External environment is focuses on the mega-environment and the undertaking environment. Internal environment centered on organisational civilization. These two major organisation 's environments are important and these include many wide

facets. For illustration, organisation must be ready to alter and introduce. The history of the Warren Featherbone Company demonstrated that. (Morgenthaler 1989) Therefore, some change need engineering and economic system to back up. Therefore, a short-run program can non province clearly about capital demand and new engineering support in the following five-year or ten-year. These two environments which are external environment and internal environment influence success.

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Question 3: What if the measure demanded exceeds the measure supplied?

The demand and supply are besides really of import for an organisation. Therefore, the monetary value of the merchandises will worsen and the measure will increase. Inversely, if the measure supplied exceeds the measure demanded, the monetary value of the merchandises will raise and the measure will cut down. However, the market can non acquire an equilibrium monetary value and the market will happen a excess of goods or a deficit of goods. Consequently, it will do heavy losings to the organisation. Furthermore, demand and supply should be tantamount, that in order to acquire an equilibrium monetary value. Merely in that manner the organisation will deduce more net income. The demand and supply will alter by old ages, so a moneymaking organisation demand to make market research based on following five-year or ten-year. If it is a short-run program which merely plan several months or annual, that program can non command the market demand and supply. It 's necessary to do a long-run proposal about the balance of providers and purchasers, so it will gets

common benefits and reciprocity. The interaction of demand and supply are determined monetary value and end product.

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Question 4: What if a short-run program has non contained a complex and accurate market research?

Market research can act upon an organisations ' merchandise sale. It besides can alter the organisation 's development way in a short clip and do a strategic determination which can accommodate to market fluctuation. Through the market research, an organisation can hold a clear long-run development way. Therefore, the market research is truly of import to an organisation. If an organisation lose their market research ability, that organisation will be hard to accommodate to the changing consumer market. So the market research has a great influence to the organisation 's development, and besides affects merchandises in a waiting phase. This will besides ensue in an organisation finally be swallowed by the market. The market alteration at all times, so the organisation need research the market in following five-year or ten-year in order to do a readying for the market demand. Therefore, many direction gurus and senior directors still back up for long-run planning in many little and big organisations.

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Question 5: What if the new merchandise development can non do net income to organisation?

In footings of merchandise development, it 's besides an of import portion of the program. The merchandise development non merely a good thought for the investing, but besides will accomplish the anticipant investing return. So many directors put a high premium on the merchandise development. Honestly, merchandise development is critical portion of program and besides can impact organisation development. Although many directors have a batch of experience, they can non utilize their experience to judge the new merchandise development. In the face of variable market demand, an organisation needs a scheme which can command the new merchandise development. Although the organisation has many new merchandise developments, they need a long-run research in order to guarantee the hereafter of program will do net income for the organisation. In this determination doing procedure, the fist line directors determine the new merchandise, and so the center directors should see how to develop the new merchandise and analyze the market. These series of the process are all of import. So a program need fix for the hereafter of long-run development. Therefore, a long-run program is more effectual to develop the organisation.

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Conlusion

In decision, a good program is the footing of direction. The organisation must see carefully about the hereafter development. To pull up a program need see its pertinence, particularly in footings of clip. A program should hold a long-run scheme, and it should incorporate many respects, such as external and internal environment, stuff and capital resource, political job,

engineering betterment and market demand and supply. Therefore, a long-
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run and complex program is really of import to an organisation, it determines the organisation 's development way. So many things need to be after and discourse with different directors. If the program has changed, and it no longer means a complex and stiff series of five-year or ten-year programs, that program can non be perfect and do net income to the organisation. So many direction gurus and senior directors still considerable support for long-run planning in many little and big organisations.

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Management

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