

Argument for the importance of strategic planning business essay

[Business](#), [Strategic Management](#)



This paper discusses about organizational strategic planning and the concepts of strategic planning. It also describes an argument that supported to the strategic planning for the success of business. This paper creates a mission statement for the organization that will be essential to the success of organization and also examines the vision statement in order to supporting to the mission of organization. It establishes the key objectives for the organization that encompasses operational, financial and human resources aspects of the business and details the essential of these objectives. This paper concludes with the key objectives in order to support the mission and vision statement of the company.

Crafting and Executing Strategy

Strategic management was a set of decisions and actions that results the information and implementation of plans for achieving the organizational goals and objectives. Each and every successful business was dependent upon the effectiveness of the strategic planning in the organization. The strategic planning could create the past performance and also it could predict the organizational performance in future.

1. Argument for the importance of strategic planning

The strategic planning was the one that formulated the mission of the organization by including statements about the purpose, philosophy as well goals. Theses inclusion can define the ways to success the goals and implementation of the organization. This was the task or argument of a strategic planning in order to make the organization successful. The second argument was analyzing the conditions and capabilities of an organization

internally. This can be made by strategic planning in making the organizational rules and regulations effectively.

The strategic planning was used to analyze the resources by matching with the external environment in order to evaluate the strength of the organization. The desirable options of the organization could be identified by evaluating each option in the organizational mission for making the organization perfect. This action was performed by the implementation of strategic planning in an organization. Select the set of long-term objectives and strategies that will achieve the most desirable options of an organization. This was the argument that supported to the importance of strategic planning and the strategic planning was important for an organization in setting the long term objectives (Thompson, 2006).

Development of annual objectives and short-term strategies that was compatible with the selected set of long term objectives and strategies. This was the argument for delivering the importance of strategic planning in order to make the success to organization. Allocation of matching of tasks, people and structures and technologies could be possible by the implementation of strategic planning for the success of an organization. The strategic planning also evaluates the effective decision making in making the management of an organization perfect. Hence these elements are delivering the points for the importance of strategic planning to make the organization.

2. Mission statement for the organization

The strategic planning was important to the success of business and because it will create the business goal for an organization. The mission was to describing the function, markets and competitive advantages of an organization and also it was the short written statement of business goals and philosophies. The organizational mission statement was to identify the products and services and also to describe the geographical location of operation in an organization.

The mission of the organization was to enable the people and businesses throughout the world for realizing their full potential. This corporate mission statement was an essential ingredient to the success of the organization. This mission statement provided the clear sense of direction to top management and employees in the organization. This mission statement was also to focus the attention of management and employees in the organization in order to create the desired outcome in the organization. The scores of business planning and strategic planning stated this mission for raising the fund of organization (Hough, 2007).

If the business of organization was enabled throughout the world, then it will make the better outcome to the organization in the case of increasing profits, enhancing the management and employees, improving the activity of an organization as well as achieving the goals and objectives of an organization. This mission statement also contributed more for the organizational success. This mission statement delivered the effectiveness of an organization throughout the world in order to make the innovation for

particular company or corporation. It also created the new ideas and methods to the market place in the case of offering the products and services throughout the world.

The unique brand positioning and the maintaining of solid brand recognition and high quality of design standards were possible by enabling the products and services of an organization throughout the world. This mission statement also conveyed the core beliefs and values of business. The expression of the organization could also be enhanced by enabling people and business throughout the world. This mission statement could solve the complex network computing problem in an organization by making effective ideas and so on.

3. Vision statement for the organization

The vision statement was used to identify the organizational mission and also uncovered the real and human values in that mission. The vision statement also identified values of customers and stakeholders in order to achieve the organizational mission. The mission statement and values can be combined by the vision statement in order to energize and motivate the people inside as well as outside of organizations. The organizational vision statement also contributed to the organization in achieving the goals and objectives.

The vision statement was engaging in sustainable practices and anticipating the requirements of customers and also maximizing the return to stakeholders when maintain the quality of organizational products as well as

services. This was the best vision statement in order to making the organizational products and services effectively. This vision contributed more to the employees in developing their attitude and knowledge in the organization. It maximized the profits and values of an organization by engaging in sustainable practices and anticipating the requirements of customers. The employees can also get value by means of implementing perfect works to their customer by following this vision statement.

This vision statement also supported to the mission statement that was enabling people and business throughout the world to realize their full potential. The full potential of organizational people and business could be realized when entering with the products and services of organization into the market. The effectiveness of an organization based upon by developing quality products and services rather than other organization that's why organization will get higher priority among the global marketing. For that, this mission as well as vision statements will be helpful. This vision statement was also helpful for enabling the people and business of an organization throughout the world (Chris Jeffs, 2008).

The full potential of an organization was realized by making better outcomes that's why management can get more profits. This vision statement supported the organizational mission statement by maximizing the stakeholders to realize the full potential of organizational people and business. This vision statement helped to the long -term goal and objectives of an organization. Hence the mission statement of an organization based upon the vision statement.

4. Business key objectives

High quality and service and satisfaction

This was the organizational key objective in order to encompassing the operational, financial as well as human service aspects of business. This key objective contributed to the business in making the higher quality and services to the organization. The operational and financial aspects were based upon the high quality and services that's why customers will get satisfaction about the products of business. The satisfaction of customer provided more benefits and profits to the business.

Growth and profitability

This was the second key business objectives to encompass the operational, functional as well as human aspects of business. The growth of products enhanced the operational and functional aspects of business and the human service based upon this production growth and profitability. The profitability was the objective that can move the operational and financial as well as human services into next evolution. Hence this key objective was essential for an organization.

Continuous quality improvement

This was the third key objective for the aspects of business and this objective enhanced the continuous quality improvement of products and service. This improvement only can encompass the operational, financial as well as human aspects of business. This key objective provided the better outcome to the business in making the business aspects better.

Product and process innovation

This was very important key objective for the aspects of business that contributed more to the enhancement of business. The organizational development was based upon the product and process innovation and for that it was necessary to make the quality products and services. This objective was mostly used for encompassing the operational, financial and human aspects of business. The popularity of organization was possible by making the innovations to the products and process for the satisfaction of customers.

Simple and effective process

This was also the important key objective in encompassing the operational, functional and human aspects of business. This objective can improve the process of organization in order to encompass the business aspects. This objective will make the effective products and services in order to improve the profits and business methods by making the process implementation. Hence this key objective also contributes to the aspects of business.

4. Key objectives for mission and vision statements

The five key objectives also contributed more to support to the organizational missions and visions. The key objectives implemented the high quality customer services for enabling the businesses throughout the world for the realization of potentials. The growth and profitability of an organization can make the products and service throughout the world and this can improve the value of mission and vision statements.

The continuous quality of improvement was an objective that supported to the mission and the vision statements in order to make the organizational innovations. The mission and vision statements will be valuable by the growth and profitability of improvement in organizations. The mission and vision statement will be proved when the organization is getting the production growth and profitability. The continuous quality was also an objective that made the mission and vision statement perfect. This key objective supported to the mission as well as vision objective by making the continuous enhancement in the case of products and a service that's why mission as well as vision statements will be proved (Adrian Haberberg, 2007).

The product and process innovation also supported to the mission as well as mission statements in the organization. The products and process innovation provided the better capacity as well as capability to the organization in order to making the business throughout the world for the realization. The product and process innovation contributed more the mission as well as vision statements. Simple and effective process was also the key objective of business in an organization. This key objective made the better process in order to proving the mission as well as vision statements. Hence the vision and mission statement also based upon these key objectives.

Conclusion

The organizational strategic planning and the concepts of strategic planning were discussed. The mission and the vision statements of an organization in order to making the business successfully were included. The five key

objectives for the enhancement of business aspects were also examined.
The key objectives for mission and vision statement were concluded.