

Manajemen

Pertemuan 4

Planning (disarikan dr berbagai sumber)

Defining the organization's goals,
establishing an overall strategy,
and developing a hierarchy of
plans to achieve goals

Setting Goals

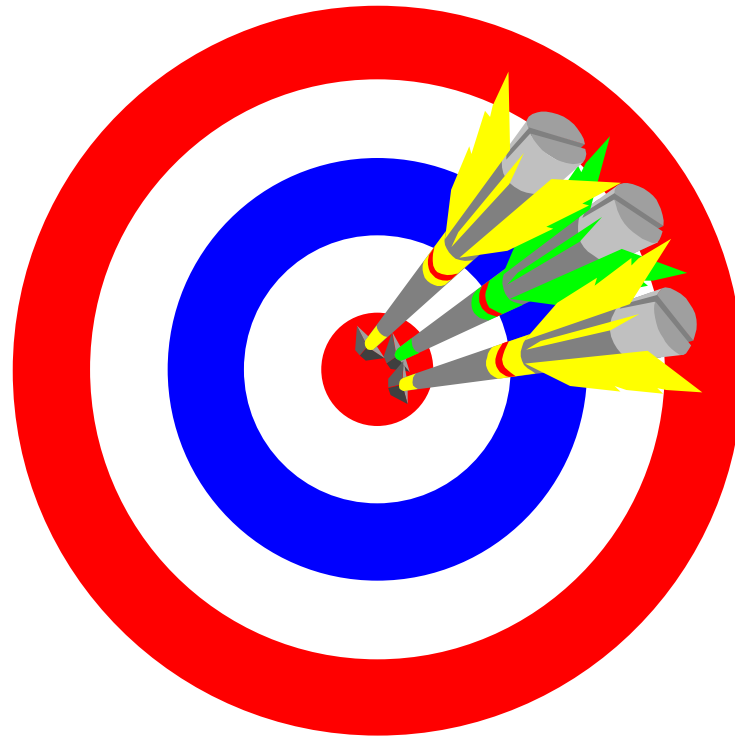
Specific

Measurable

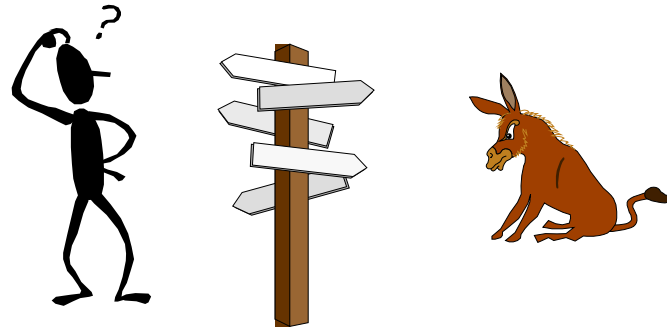
Attainable

Realistic

Timely



GAMBARAN VISI PERUSAHAAN



“Alice” in Wonder Land

Dalam perjalanannya, Alice tersesat di hutan, dan menghadapi beberapa pilihan jalan yang harus dilalui. Untunglah ia bertemu sahabatnya, seekor keledai. Bertanyalah ia kepada sahabatnya tersebut :

Alice :

“ Sahabatku, tolong tunjukkan kepada saya jalan mana yang harus saya ambil agar tidak tersesat lagi ? “

Si keledai :

“ Sebelum saya tunjukkan jalan, maukah Alice memberitahukan akan pergi kemana ? “

Alice :

“ Itulah masalahnya, Saya tidak tahu mau pergi kemana“

Si keledai :

“ Jika engkau tidak tahu mau kemana, maka jalan mana saja yang akan kamu pilih tidak akan membuat engkau tersesat. Toh Alice tidak mempunyai tujuan / tempat yang hendak dituju... “

VISI :

Suatu keinginan perusahaan terhadap keadaan di masa datang yang diinginkan/dicita-citakan oleh seluruh personel perusahaan dari jenjang yang paling atas sampai yang paling bawah (sampai pesuruh sekalipun)

Three Mission Statements

COMPANY	MISSION STATEMENT
Cisco	Cisco solutions provide competitive advantage to our customers through more efficient and timely exchange of information, which in turn leads to cost savings, process efficiencies, and closer relationships with their customers, prospects, business partners, suppliers, and employees.
Compaq	Compaq, along with our partners, will deliver compelling products and services of the highest quality that will transform computing into an intuitive experience that extends human capability on all planes—communication, education, work, and play.
Wal-Mart	We work for you. We think of ourselves as buyers for our customers, and we apply our considerable strengths to get the best value for you. We've built Wal-Mart by acting on behalf of our customers, and that concept continues to propel us. We're working hard to make our customers' shopping easy.
AT&T	We are dedicated to being the world's best at bringing people together—giving them easy access to each other and to the information and services they want and need—anytime, anywhere.

Sets Standards to Facilitate Control

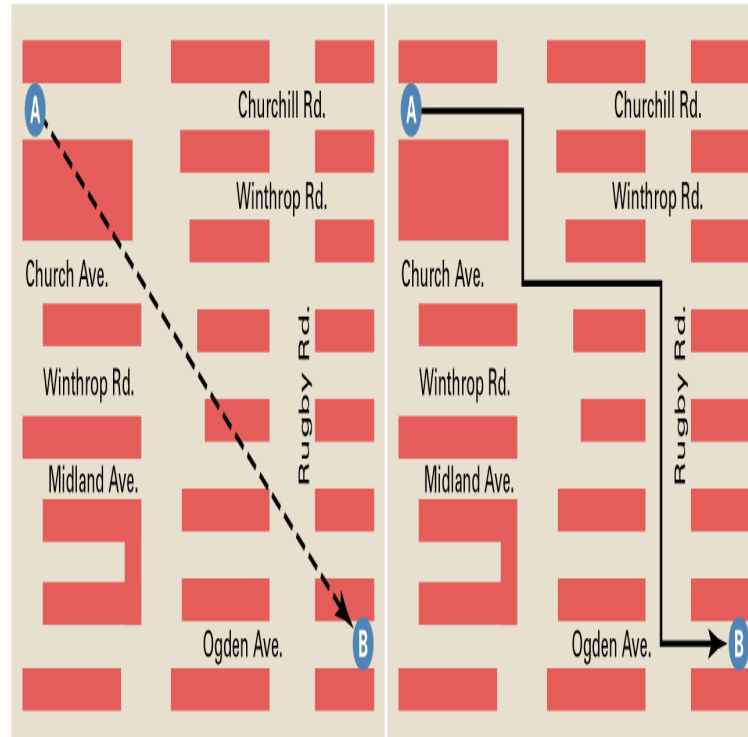
Provides Direction

Reasons for Planning

Minimizes Waste and Redundancy

Reduces the Impact of Change

Specific Plans



Directional Plans

Specific Plans

Directional Plans

Wheelen & Hunger, Strategic Mngt.
Management, by Williams
South-Western College Publishing
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Three Steps in Planning



Management, by Williams
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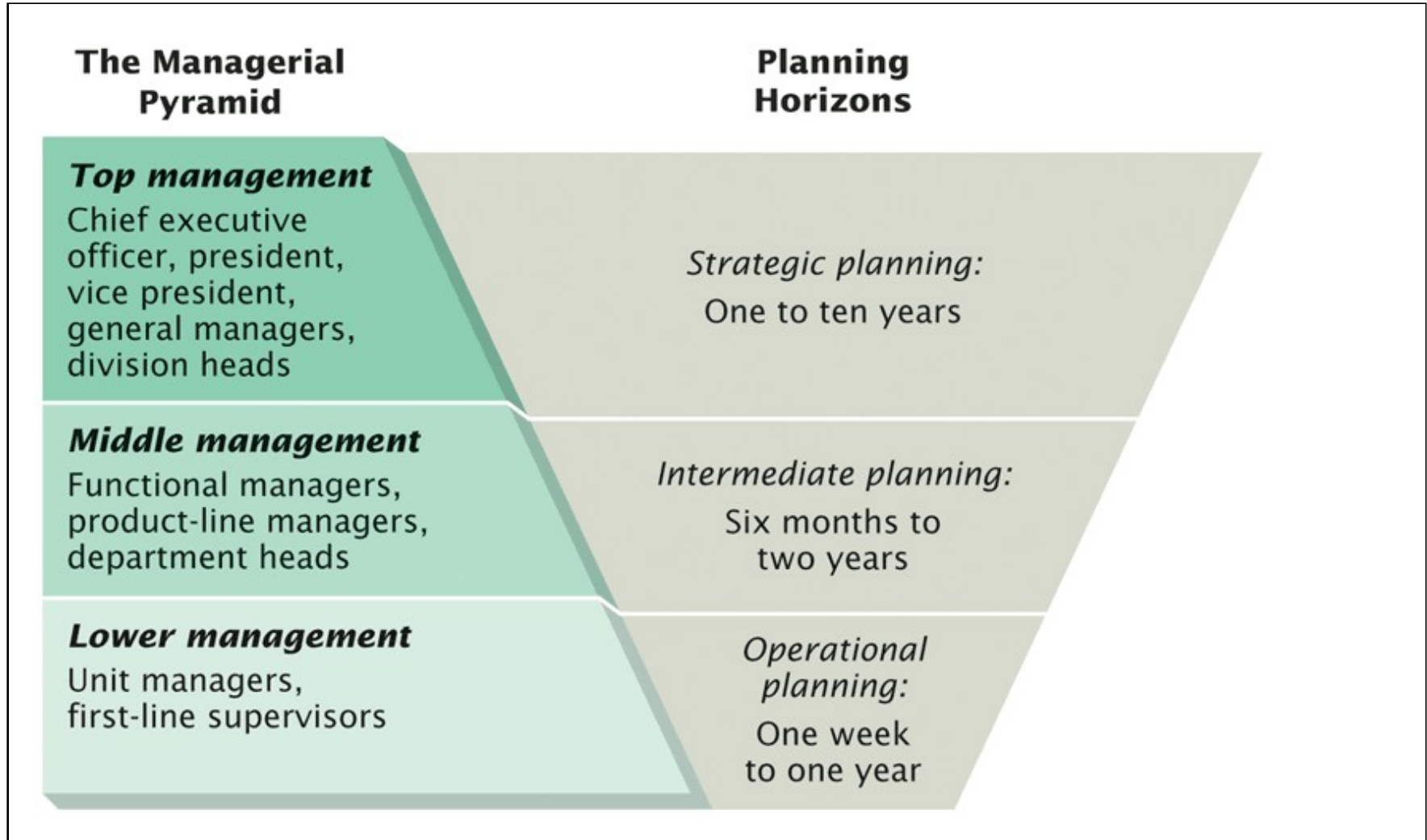
Figure 8.1

Planning Process Stages

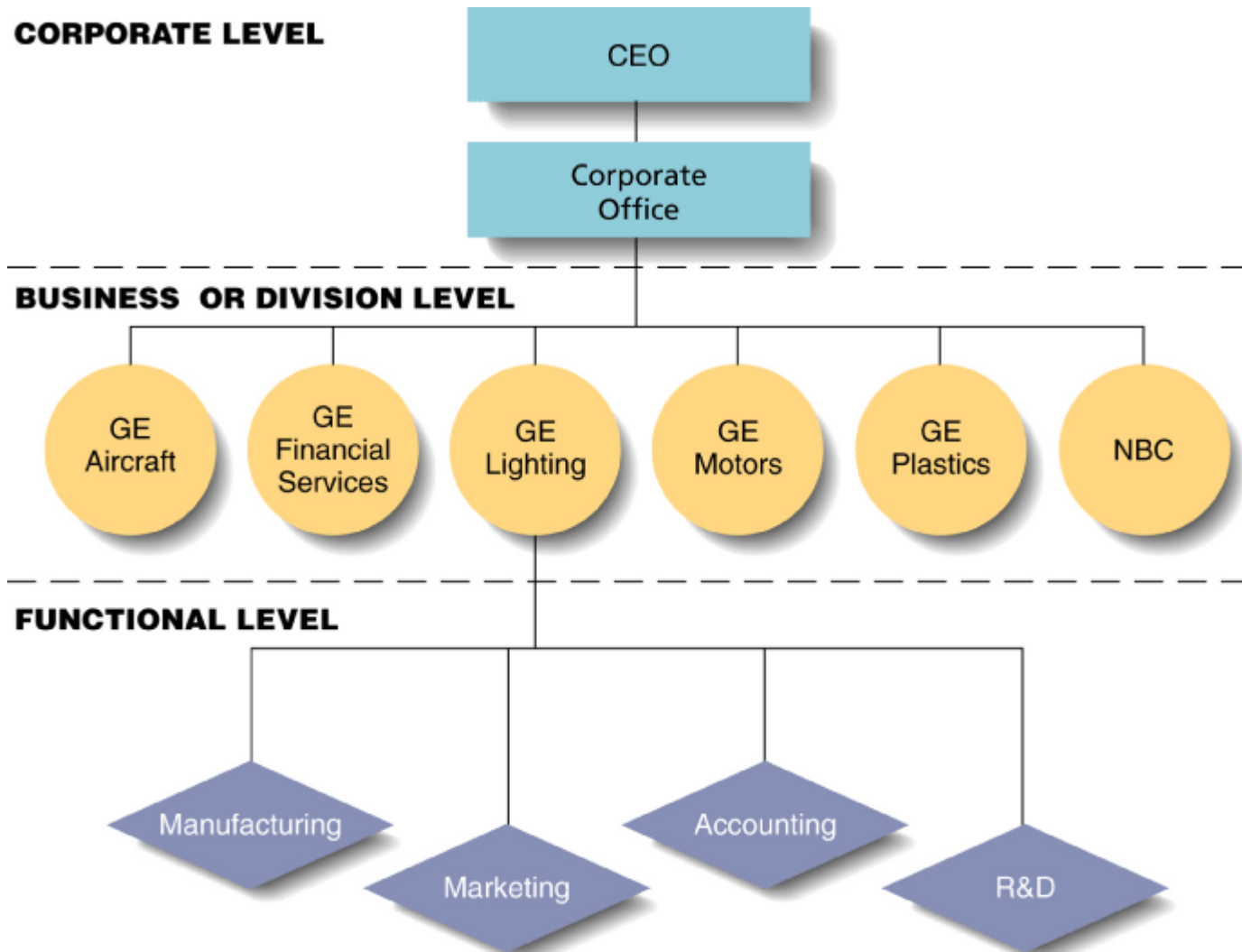
- ✓ Determining the Organization's Mission and Goals
 - * Defining the organization's overriding purpose and its goals.
- ✓ Formulating strategy
 - * Managers analyze current situation and develop the strategies needed to achieve the mission.
- ✓ Implementing strategy
 - * Managers must decide how to allocate resources between groups to ensure the strategy is achieved.

Figure 5.2

Types of Planning



Levels of Planning at General Electric



Mngt.

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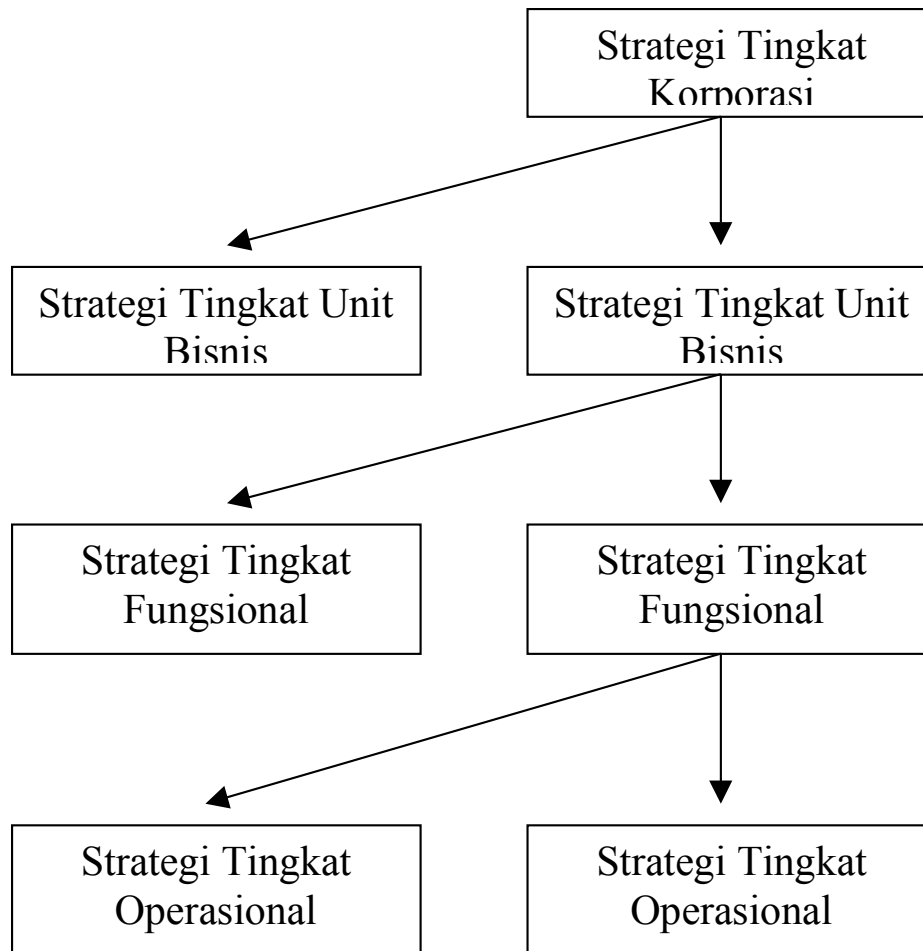
Figure 8.3

Planning and Strategy Formulation



Wheelen & Hunger, Strategic Mngt.
Management, by Williams
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Figure 8.5



Bisnis apa yg. Akan diterjuni ?
 Apa harapan setiap unit bisnis ?
 Bagaimana alokasi sumber daya ?

Bgm. Perusahaan harus bersaing ?
 Produk yg. Bg., Yang akan ditawarkan ?
 Pasar mana yang akan dilayani ?

Bgm. memproduksinya ?
 Bgm memasarkannya ?
 Bgm. Mengendalikan SDM ?

Bgm. Memperoleh bahan baku yg. baik ?
 Bgm. Skeduling produksinya ?