Organization of Strategic Planning Function
For a typical
Process Control Automation Industry
In Malaysia

Sokkalingam Ramanathan

Bachelor of Mechanical Engineering
National University of Singapore
1990

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Abstract

Organization of Strategic planning functions in companies involved in Process Control Automation Industry in Malaysia is studied in this research. A typical company involved in the industry was selected and the other companies that were involved in its supply chain were studied.

In these companies the Chief Executive Officer/Managing Director were interviewed with the help of questionnaires. Their responses were recorded in the form of cases and these dialogues were later deciphered to obtain the relevant information. The main aim of the project was to study the way these company heads organize their activity. The level of formal planning or semi-formal planning were studied with particular interest to find out if the company heads do all the strategic planning function by themselves or have other means of getting the task done.

It was interesting to note how various companies’ start of their year and how the CEO/MD organizes their strategic planning function in this industry. It was seen that all of them agree to the notion that there is a need for formal planning, but none of them had organized an explicit formal planning department.

In small companies the CEO/MD tend to organize strategic planning in a more informal manner and tend to envisage these plans continuously. There is a strong inclination of these CEO/MD towards the finance department and thus the profit performance of their companies even though their educational background may not be in the same area. They also are responsible for the sales strategies in their companies due to the inherent fact of sales is seen to be driving the direction of the company.
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