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• PERPUSTAKAAN UNIVERSITI MALAYA

University of Malaya
MBA Project Paper

Title: Organisation of Strategic Planning Function for the Process Control
Automation Industry in Malaysia

Conducted by: Sokkalingam Ramanathan

Company:

1. What is your field of expertise and educational background?
2. Do you agree there is a Need for Strategic Planning?
3. How do you organize your planning activities?
4. What is the usual duration of your planning?
5. What do you do in the next set of planning?
6. Were there occasions when you had to change the plans midway through your planning year?
7. How do you monitor and ensure the people who you have assigned to do these strategic functions meet your goals?
8. What are the Pro & Cons that you are experiencing in the current method of organizing your activities?
9. If you distribute your strategic planning functions, do you lead any of the ones for any specific reasons?
10. What are all the specific areas if you retain some of the key decision making function only your sole discretion. (Finance, Sales, Engineering, Projects, Admin etc)
11. What is the key performance area for your position?
12. What takes up your decision making time?
13. What information do you need that you find difficult or hard to obtain?

End