

THE AFFAIR PLAN – IMPORTANT APPLIANCE MANAGERIAL

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ABSTRACT. In the actual situation of Romanian integration in European Union, the major directions of development of the country will be assign be lead with programs witch will structurate the legal bed, economic, social in witch they could use the UE fund's. The ability to have idea's of affair's realistic, incorporated in projects and plan's of affair professional elaborated assures the access to the fund's unreadable but repayable (in the case you address to a bank to obtain a borrow) and contributes to the development of own affair.

ПЛАН ЗА ДЕЙСТВИЕ – ВАЖНО СРЕДСТВО ЗА УПРАВЛЕНИЕ

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РЕЗЮМЕ. При реалното интегриране на Румъния в Европейския съюз основните насоки на развитие на страната са свързани с програми, които структурират законовата рамка, както и икономическите и социалните аспекти при усвояването на фондовете на Европейския съюз. Способността за генериране на идеи и въвеждането им в проекти и създаването на професионални планове за действие осигурява достъп до фондове (дори в случай, когато се обръщате към банка за получаване на заем) и допринася за развитието на собствения бизнес.

1. Introduction

The affair plan is a method of management witch anticipates the future witch the enterprising want's for his affair. Exists even other situations beside acquire a borrow, for witch to dra a affair plan: in the case to associate with another firm, in the case of privatisation of the company, in the case to be quoted at the stock exchange. Beside his use in the situation distinctes attendanced anterior, the affair plan won't be a appliance managerial if he with not be use periodic in next aims.

- evidenceat affects of different factors externalto the firm (the market, the bed economic-legislativ etc.)
- the dra of proections financial for future, with the care that the analyse economic-financial to be favorable to the firm, that means the indicators economic-financial to reflect the return of future affair evolution .

To update periodic the content of a affair plan, this becomes a appliance decisional important of the manager.

2. Structure of a affair plan

Although the structure of a affair plan is not a structure standard, however, all affair plans includes the same essential elements :

- A. The synthesis of the affair plan;
- B. The presentation of the firm;

- C. The description of the products and services;
- D. The program of marketing and sales;
- E. The development of the products and services;
- F. The financial plan;
- G. Appendices;

In continuance will we present each component of the plan affair to understand what really means a affair plan.

The synthesis of the affair plan comprise a short information presentation of the firm, informations about products/services offered, about their market. It's describe the approach of realization and assignment products/services to clients. The synthesis is finished with the necessary of funds granted and the sources of financing, making a analyse economic-financial witch demonstrates the efficiency of the affair.

The presentation of the firm is a chapter introductory witch familiarize with society. They comprise here information such as: the name of the firm and administrator, behavior judicial, the profile of the firm, short historical concerning the activity evolute.

The description of the products and services of the firm assumes the presentation of the tips of products and services obtained, the description of processes of fabrication witch lead

at the realization, to point the features characteristic of products/services accomplished (cost, attribute, performance, etc.) accentuate the necessity of technology changes, indicates the evolution of techniques and technology in the respective domain, at world level.

The marketing program and sales describes the segment of market with the products/services address to, present the situation of sales in the past, present and future, comprises the possibility's of promotion and distribution of products/services, sale conditions and payment. This chapter is very important chiefly because him should convince the fact that the affair has market and he is and will be gainful.

The development of the products and services comprise informations about the future generation of products/services, own actions of research, development, innovation, determined the products/modern services, the market segment for each product/new service, valuation elaboration of new products/services in next years. These chapter is accentuation the band between the activity of research-development and what the market wants.

The financial plan explains in numbers the efficiency of activity's made be the firm pointing the success of the affair. Here are information's and foreseeing s concerning the costs performed and finance collected be the firm, a situation of cash-flow, making a foreseeing on medium term of this with the specification of sources of financing possible. In this chapter is very important that the foreseeings for next years to be as more as realistic, being necessary for this for informations as more as exact.

The plan affair is finishing with the attaching of documents with reference to the activity and performance of the firm, to bring a plus of information favourable, necessary to maintain the affair plan. This documents are grouped in addition to the affair plan, with comprise between others and: balance accountant agreement, agreements with actual clients, to prove the intention of future clients to buy products/services with they will accomplish, price offers for machinery, technology with will be acquire, price offers for raw materials, materials necessary technology process. Laying out for a affair answers the needs to be informed on the next elements banded on own affair:

- opportunity of the affair;

- the factors – key witch depend the success of the affair;
- resources used in starting/developing the affair;
- the opportunity's in evolution of the agent internal and external witch could disturbance the starting/developing the affair.

3. The implementation of the affair plan

The implementation of the affair plan assumes the inking to the level of the firm witch he was made for. For his unwinding could be extended on more years, the implementation carry's and revision and his adaptation to the new reality's of the firm. The revision of the affair plan means in fact the test of the validity of the objectives determined, the financial plan, the marketing plan and their accommodation to the new situations internal and external of the firm. Because a plan affair to be applied with success it's necessary that the revision should be made terminal.

In the implementation of the affair plan could appear situations unforeseen like: modifications legislative, strikes, natural calamity's, etc. witch they can actuate even at the necessity to make another affair plan.

4. Conclusions

The plan affair, as method of management, is use be managers for setting up and development of the affairs. This it's address with priority to management of high level of the firm, the potential investors and creditors, making it easy to communication internal and external over what it wants to be in the firm in future.

The importance of building a affair plan is given be the fact that this is an appliance of work that actuate at cognition and conviction of the future affair partners: investors, creditors, on affair success.

5. References

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