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PLANNING AS A TOOL FOR INCREASING PROJECT IMPLEMENTATION IN SMALL AND MEDIUM-SIZED ENTERPRISES

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Abstract: Strategic planning, the process by which the future direction of the organization is developed and implemented, is vital for the survival of any organization because it helps companies adapt to the constantly changing environment, being applicable to all management levels and all types of organizations. Planning is not limited to setting deadlines or activities, but involves a complex process of analysis, coordination and control of resources, risks and results. In an increasingly competitive and dynamic economic environment, the success of a small or medium-sized enterprise depends largely on the way it plans and manages its projects.

• Introduction

In an increasingly competitive and dynamic economy, the success of an enterprise no longer depends solely on the quality of its products or services, but also on its ability to plan and efficiently implement its activities and projects. Planning represents one of the most important functions of modern management, providing a coherent framework for achieving organizational objectives.

The key to a successful project lies in proper planning. Any action aimed at achieving a specific objective must be planned, requiring the development of a project plan. Creating a project plan is the first action that should be undertaken at the start of any project. A project represents a complex endeavor through which an organization seeks to solve a specific problem, and it must therefore follow this principle—the project plan reflecting the way in which the project is expected to be carried out, passing through all its phases, from conception to completion and delivery

• Material and method

The purpose of this research is to demonstrate that systematic project planning directly contributes to increasing the success rate of project implementation within small and medium-sized enterprises by enabling more efficient resource use, better coordination of activities, and stricter control of results. The study starts from the hypothesis that there is a direct relationship between the quality of planning and the success of project implementation in SMEs. Clear and realistic planning leads to more effective implementation, optimal resource utilization, and a reduction in the risk of project failure. In this paper, the bibliographic study method was employed to analyze the main concepts related to project planning, strategic management, and organizational performance.

• Results and discussions

Project planning represents the process through which objectives, activities, resources, deadlines, and performance indicators necessary for the efficient implementation of a project are defined. Effective planning transforms the strategic vision of a company into a coherent set of concrete actions, eliminating improvisation and reducing risk. In principle, a project plan reflects the way in which the project is expected to be carried out, from the design phase to completion. In the specialized literature, several essential stages of project planning are distinguished, although they may vary depending on the field of application.

1. Defining Project Objectives and Purpose
2. Planning Project Activities and Resources
3. Project Monitoring and Control
4. Benefits of Effective Project Planning for SMEs

Therefore, effective planning is not merely a preliminary phase of project implementation but a strategic component of organizational management. It enables SMEs to achieve objectives systematically, minimize risks, and maximize results. In a competitive and constantly changing economy, planning becomes a defining element of managerial professionalism and long-term success

Conclusions

Project planning is one of the most important managerial processes, essential for achieving the strategic objectives of any organization. In the context of small and medium-sized enterprises (SMEs), its importance is even greater, given that these entities typically operate with limited resources in economic environments marked by volatility and intense competition. planning should not be viewed as a mere formal stage, but as a continuous and adaptable process that guides the entire activity of an enterprise.