

# **The Impact of Planning In Business Operations and As a Tool for Its Success in the Competitive Environment**

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*Abstract* - This study examines the impact of planning in the business operations in competitive environment. Globalization is seriously transforming and reshaping the operations, performance and future of businesses. As the world is integrating new challenges and opportunities were emerging due to competition, technological advances, and globalization, these generate amazing trouble changes in the operations of businesses, they were collapsing and falling, new ones were coming and bubbling up in the environment that didn't exist just few years ago. This paper studies the need for business managers to ensure that they understood the significant and impact of planning as a guide and foundation of businesses and as a determinant of its survival, success and growth. They should start upwith virtuous plans that will state their vision, mission, and objectives such would equip and prepare them to face globalization, technological advances and competition. Planning gave managers an insight to be aware of their environmental conditions and challenges facing their business organization and to forecast future conditions and its success.

*Keywords:* Planning, Competition, Growth, businesses operations.

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