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ADS 511 RESEARCH METHODOLOGY & DATA ANALYSIS

RESEARCH TITLE:

**“EMPLOYEES PERCEPTION OF ATTAINABILITY OF STRATEGIC
PLANNING: A STUDY CONDUCTED AT KKCH”**

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THE DECLARATION

We hereby declare that the work contained in this research report is original and our own except those which have been duly identified and acknowledged. If later we found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us in accordance with UITM's rules and academic regulations.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

Strategic planning is very important to all organization in order to achieve the vision, mission and objectives of the organization. Strategic planning is also vital to all organization in order to ensure there is effective and systematic implementation of all organization plans. Top management of the organization play important role to ensure the strategic planning is clearly communicated to all employees in the organization. It is very important to ensure all the employees know the importance of strategic planning because it will help in achieving the objectives of the organization. If the employees understand about the concept of strategic planning, it will help them in performing their task and job given better.

Strategic planning acts as guideline to achieve the vision, mission and objectives of the organization. If the strategic planning is not properly implemented, it will lead to the failure in achieving the organization objectives. Top management was the responsible people to play their role in applying the strategic planning and ensure all the employees understand the concept of strategic planning. Thus, clear communication by the top management to all the employees is important because it will drive to the achievement of the organization objectives. Not only that, attainability of strategic planning in the organization will be easy through commitment from all level of management and also cooperation from the employees.