

## SOURCES AND STORAGE OF INFORMATION

Control is one of the functions of management. Planning is another, and if planning has been adequate, then the achievement of the programmes, budgets and standards which it has established should result in the achievement of the objectives at which it is aimed.

Therefore, control is introduced in order to ensure that the programmes, budgets and standards are really being met, and to provide a continuous means of highlighting any tendency to depart from the basic elements of the plans.

Control must involve the process of receiving key information regarding the activities of each section of the organisation, and measuring the results against pre-determined standards upon which the plans are based.

Planning must be applied in all the activities of the organisation, therefore control must also penetrate all important phases of the business. From this it can be seen that the sources of information will be numerous.

Many of the sources of information will also be storage areas, because the organisation itself contributes to the build up of information about the business. Records and analyses which are kept from day to day are the sources of internal information.

The basic task of control procedures is to minimise cost and maximise revenue.

Many forms of control, such as quality control, contribute to possible excess in expenditure or decrease in turnover. For various reasons, such as decor, service, etc., dissatisfied customers will not return and they will help to create a bad reputation for the business. This will result in low turnover.

Only relevant information, that which results in decision making and action, is useful to management. Producing wasteful information is itself a time consuming and costly operation which will contribute to high expenditure.