

* Functions of Business :- There are various functions of a business enterprise, but two basic functions are

(a) Production function

(b) marketing function

but the above two function cannot be performed without the help of other functions such as

(1) Planning

(2) Financing

(3) Staffing

(4) Purchasing

(5) Controlling etc.

Therefore proper coordination is a must among the other subsidiary functions to achieve the objectives,

(a) Production function :- This function involves the process through which raw materials are converted into finished product. This function is the basic function as it is the gateway for a business enterprise; for a better output of a product the production department performs the following function

- (i) Production Planning
- (ii) Purchasing and storage of raw material
- (iii) Material handling and inventory control
- (iv) Product designing
- (v) Plant layout
- (vi) Research and development etc.

(b) Marketing function :- Marketing is the crux of a business enterprise as it is known that a good marketing strategy gives a good output. For example Hindustan unilever and Patanjali are performing above expectation due to marketing. This function involves distribution of goods and services, development, pricing, and promotion. This department is established to perform as below :-

- (i) Product designing according to changes
- (ii) Packaging of product
- (iii) Branding and labeling
- (iv) Deciding distribution channel
- (v) Advertising and personal selling etc.

(c) Finance function :- Finance is the blood vessel or the life line of a business.

Finance is for fixed capital and working capital. In a healthy enterprise there should be regular flow of funds. A finance department is established to perform the following functions

- (i) Financial Planning i.e. - estimation of financial requirements
- (ii) Deciding of capital structure
- (iii) Determining of sources of finance
- (iv) Management of working capital
- (v) Deciding the dividend policy etc.

(d) Personnel function :- This function deals in the selection, training and maintenance of work force in the business enterprise.

The quality of manpower largely affects the quality of product. This function involves the following :-

- (i) Manpower Planning
- (ii) Recruitment and ~~the~~ selection
- (iii) Orientation and training of workers
- (iv) Appraisals and promotion
- (v) Labour welfare services
- (vi) Industrial relations etc.

Apart from the above functions there are many functions that are also performed by the management of a business enterprise. They are :-

(i) Planning :- Planning is done for the future, It determines the path of the business, A good planning accordingly leads the business to extreme height.

(ii) Organising :- This is a function to consolidate cluster of work in a planned way. ~~The~~ Organising is concerned with :-

- (a) Identifying the task
- (b) Assigning these tasks to different persons
- (c) Delegating the authority to personnel
- (d) Coordinating the activities.

(iii) Staffing :- It is the same as personnel functions

(iv) Directing :- It deals with leadership, motivation and supervision, so that the employees can perform their duties in an efficient manner. In this function communication must be open to both ways. Motivation is very important because if we motivate the employees then we get a better result. In the similar way supervising subordinates would give progress report of the employees.

(v) Controlling :- It involves establishing standards for work performance, measuring performance and comparing it with standards and taking corrective measures if required.