

THE ROLE OF PLANNING IN THE PROCESS OF PROJECT IMPLEMENTATION

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Abstract: *Investment projects are special projects and related to the implementation of investments in fixed assets. Successful management of investment projects includes several important facts, among which stands out the planning and monitoring of the plan. Planning is the initial phase of management. Planning defines the objectives of the project and develops methods and strategies for reaching goals. Also, the planning process can reduce the uncertainty in project implementation, such as project managers anticipate changes related to the project, discuss their impact on the project and develop appropriate responses. The purpose of this study is to: emphasize the role planning in the process of realization of the project and that project planning, to establish order and keeping plans of defined project activities.*

Keywords: *investment projects, management, planning, plan.*