ABSTRACT
This research paper is focused on the importance of financial planning analysis. The fundamental success of a strategy depends on three critical factors: a firm’s alignment with the external environment, a realistic internal view of its core competencies and sustainable competitive advantages, and careful implementation and monitoring. This paper tells the process of decision making, formulation, implementation, monitoring and analyzing an organization’s long term financial strategy. Financial planning is fundamentally the process of establishing a budget based on information about expenses and income.

Keywords-- Financial planning, financial need analysis, investment.

I. INTRODUCTION
Financial planning is the task of determining how a business will afford to achieve its strategic goals and objectives. Usually, a company creates a Financial Plan immediately after the objectives have been set. The financial plan describes each of the activities, resources, equipment and materials that are needed to achieve these objectives. Assets and liabilities are also important considerations in the process, particularly for organizations. Executing that budget, tracking progress and documenting results can also be considered part of financial planning.

Financial analysis uses the output from financial planning to assess profitability, liquidity, solvency, and stability for organizations. It also involves the use of benchmarks and comparisons to similar organizations to help companies make decisions about business strategies.

The Financial Planning activity involves the following tasks:
- Summarize the costs to create a budget
- Identify any risks and issues with the budget set

II. ROLE OF FINANCIAL PLANNING
The role of financial planning includes three categories:

2.1 Strategic role of financial management
Financial management refers to the efficient and effective management of money (funds) in such a manner as to accomplish the objectives of the organization. It is the specialized function directly associated with the top management. Business finance can be broadly defined as the activity concerned with planning, raising, controlling and administering of funds and in the business.

2.2 Objectives Of Financial Management
- Wealth maximization
- Maintaining proper cash flow
- Minimization on capital cost
- Survival of company

2.3 The planning cycle
The planning cycle for financial strategy includes different steps depending on management process. The management can be explained as a link between client and firm.

III. THE FINANCIAL PLANNING PROCESS
Financial planning and analysis process are commonly a level of complexity higher than the traditional, transactional outsourcing candidate process. Generally FP& A activities can be described as the following categories:

3.1 Establish and Define the relationship with the client
The financial planning professional informs the client about the financial planning process, the services the financial planning professional offers, and the financial planning professional’s competencies and experience. The financial planning professional and the client determine
whether the services offered by the financial planning professional and his or her competencies meet the needs of the client. The financial planning professional considers his or her skills, knowledge and experience in providing the services requested or likely to be required by the client. The scope is set out in writing in a formal document signed by both parties or formally accepted by the client and includes a process for terminating the engagement.

3.2 Collect the Client’s information

The financial planning professional and the client identify the client’s personal and financial objectives, needs and priorities that are relevant to the scope of the engagement before making and/or implementing any recommendations. The financial planning professional collects sufficient quantitative and qualitative information and documents about the client relevant to the scope of the engagement before making and/or implementing any recommendations.

3.3 Analyze and assess the client’s financial status

The financial planning professional analyzes the client’s information, subject to the scope of the engagement, to gain an understanding of the client’s financial situation. The financial planning professional assesses the strengths and weaknesses of the client’s current financial situation and compares them to the client’s objectives, needs and priorities.

3.4 Develop the financial planning recommendations and present them to the Client

The financial planning professional considers one or more strategies relevant to the client’s current situation that could reasonably meet the client’s objectives, needs and priorities; develops the financial planning recommendations based on the selected strategies to reasonably meet the client’s confirmed objectives, needs and priorities; and presents the financial planning recommendations and the supporting rationale in a way that allows the client to make an informed decision.

3.5 Implement the financial planning recommendations

The financial planning professional and the client agree on implementation responsibilities that are consistent with the scope of the engagement, the client’s acceptance of the financial planning recommendations, and the financial planning professional’s ability to implement the financial planning recommendations. Based on the scope of the engagement, the financial planning professional identifies and presents appropriate product(s) and service(s) that are consistent with the financial planning recommendations accepted by the client.

3.6 Review the client’s situation

The financial planning professional and client mutually define and agree on terms for reviewing and reevaluating the client’s situation, including goals, risk profile, lifestyle and other relevant changes. If conducting a review, the financial planning professional and the client review the client’s situation to assess progress toward achievement of the objectives of the financial planning recommendations, determine if the recommendations are still appropriate, and confirm any revisions mutually considered necessary.

IV. CONCLUSION

Financial Management is a related aspect of finance function. In the present business administration financial management is an important branch. Financial management includes adoption of general management principles for financial implementation.

The paper refers to the efficient and effective management of money (funds) in such a manner as to accomplish the objectives of the organization. The paper gives the goal to maximize the market value of the existing owners’ equity.

REFERENCES