**ELEMENT 1: ACTIVITY 6: LO1**

**The role of HR in business planning**

Read the following case study:

Kamal is the HR Manager for a small chain of grocery stores. The Managing Director has sent an email to the management team saying that he plans to set a business objective of increasing sales by 50% over the course of the next year. Kamal thinks that the figure is unrealistic and should be reduced.

Working in groups, answer the following question:

* What information could Kamal gather to argue his point and influence this company objective?