FACTORS AFFECTING STRATEGY IMPLEMENTATION IN THE TRANSPORT SECTOR IN KENYA

BY

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE AWARD OF DIPLOMA IN BUSINESS MANAGEMENT AT THE UNIVERSITY OF NAIROBI

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DECLARATION

I declare that this research project is my original work and has not been presented for a diploma in any other university or Institution of higher learning.

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This research project has been submitted for examination with my approval as the university supervisor.

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ABSTRACT

Strategy formation and implementation is an on-going, never-ending, integrated process requiring continuous reassessment and reformation. Strategic management is dynamic. The objectives of this study were to investigate the effect of commitment of the top level management, communication and organizational culture on strategy implementation among the transport companies in Kenya. This research adopted a descriptive approach on the factors affecting strategy implementation in transport companies in Nairobi, Kenya. The target population of the study composed of the management staff of the transport companies. Simple random sampling technique was applied to come up with a sample size where primary data as gathered directly from respondents and for this study the researcher used a questionnaire. The study used descriptive statistics to analyse the data.

From the findings it was found that the top management was committed towards strategy implementation plans. The commitment by the top management affected to a very great extent the strategy implementation. The study found out that communication is a key factor on strategy implementation at transport companies and that this affects implementation to a great extent. The study also showed that an integrated communications plan must be developed at the organization to enhance strategy implementation, and that it is essential both during and after an organizational change to communicate information about organizational developments to all levels in a timely fashion. The study further depicted that organization culture of transport companies affected strategy implementation with majority of the respondent expressing that this affected implementation of the strategy to a great extent.