

Impact of strategic planning on organizational performance: a case study of equator flower farm in Eldoret East District, Kenya

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Abstract:

The purpose of the study was to investigate the impact of strategic planning on organizational performance. The study was conducted at Equator flower farm, Eldoret branch. The objectives of the study was to; to assess the level of organizational policies and action influence on organizational performance at Equator Flowers, Eldoret, to identify the appropriate planning that can be used at Equator Flowers, Eldoret, to determine employees' attitude and participation regarding organizational performance at Equator Flowers, Eldoret and to determine how innovation and learning influence organizational performance. The study adopted a case study research design. For the purpose of this study, the study targeted the management, departmental heads and employees within the flower organization. The study targeted 2 senior management, 5 departmental heads and 98 employees.

A sample size of 31 respondents was selected to participate in the study. The researcher used stratified sampling technique to select the senior management and departmental heads while simple random sampling was used to select the employees. The researcher used questionnaires and interview schedule as data collection instruments in the organization. Questionnaires were administered to the departmental heads and employees while interview schedule was administered to the manager. The computer program, Statistical Package for Social Science (SPSS) version 17 for windows, was useful in coding the data that was collected. The data was organized, presented, analyzed and interpreted using descriptive statistics. Descriptive statistics that was used to analyze data was frequencies tables, percentages, and charts. Another method that was used was regression and correlation analysis. The management at the Equator flowers and other organizations will find the study significant in that it provides a useful framework for managing their organizations through strategic plans, thus understanding the role of strategic planning in the accomplishment of organizational objectives. This way, strategic planning becomes a motivational tool for both the management and employees