

**CHALLENGES FACING FINANCIAL INSTITUTIONS IN STRATEGIC MANAGEMENT:**

**A CASE STUDY OF I & M BANK, NAIROBI BRANCH KENYA**

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## ABSTRACT

I&M Bank Limited is also the flagship company of the I&M Group of Companies a leading corporate group in East Africa. The Group has a major presence in Banking and Insurance, Manufacturing and Real Estate. Apart from the Bank, the group also owns GA Insurance Company – popularly known as GA. GA is one of the oldest insurance companies operating in Kenya specializing in all classes of general insurance. Having its parentage from General Accident UK, it was incorporated as Kenyan Insurance Company in 1979. Enjoying its presence over 50 years, GA has earned its standing as one of the reputable insurance companies in Kenya.

The research design that has been used is descriptive which gives an account of the characteristics of the phenomenon.

A questionnaire has been issued to gather data and information from a chosen target population. The method of sampling that has been used is stratified simple random sampling for systematic collection of data from the top management, middle, intermediate management and workers.

The data has been collected, organized, analyzed, interpreted and then a report on the findings has been written. In the last chapter, a tabulation of the study findings is given summarizing the study findings. The study draws conclusions on the key variables as highlighted, and systematically recommends various issues to be dealt with (keeping in mind the problem statement) and makes suggestions for further studies.

Specifically the study found that challenges of strategic management has a positive correlation with implementation of strategy . It allows the company to forecast properly on its strategic objectives/goals of the organization.

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