

**AN ASSESSMENT OF IMPLEMENTATION OF STRATEGIC MANAGEMENT PLANS
AND ITS EFFECTS ON ORGANIZATIONAL PERFORMANCE OF TEA ESTATES IN
NANDI COUNTY.**

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ABSTRACT

The purpose of the study was to carry out an assessment of implementation of strategic management plans on organizational performance of Tea estates in Nandi County. The objectives of the study were; to assess the effects of implementation of strategic management plans on employee motivation of tea estates in Nandi County, to establish the effects of implementation of strategic management plans on productivity of tea estates in Nandi County, to assess the effects of implementation of strategic management plans on Improved customer satisfaction of tea estates in Nandi County, to establish the effects of implementation of strategic management plans on the Competitive advantage of tea estates in Nandi County. The research design used was descriptive survey and the target population of the study was 13 general managers, 117 top management and 390 supervisors. The sample size was 91 respondents comprising of 7 general managers, 21 top managers and 63 supervisors. The study employed the use of structured questionnaire and interview schedules as the data collection instruments. Both descriptive and inferential statistical analysis techniques were used in the study. SPSS was used to analyse data. The findings of the study were that Increased energy of a tea company can be achieved through successful implementation of strategic plans, Successful implementation of strategic plans results to increased level of output for both goods and services, the implementation of strategic plans is aimed at meeting or surpassing customers' expectations in terms of quality of services and products and when strategies are effectively implemented in a company, it cuts a niche above other competitors, thereby generating greater sales or margins and helps to retain customers. The study recommends that, Tea estates should ensure that employees' job satisfaction is guaranteed as this is the best way to realize increased energy, there is need to continually motivate employees as a demoralized staff leads to decreased capacities in tea estates, Tea estates should train and conduct frequent in-services for employees so that they are competent, Tea estates should ensure that they get feedback from customers or learn from them so as to cut a niche for themselves in their respective competitive environments. The outcomes of the research findings will be of great importance to the management of the companies, the government in policy formulation and finally to academicians.