

**IMPACT OF REBRANDING STRATEGY ON ORGANISATIONAL PERFORMANCE**

**(A CASE STUDY OF THE KENYA POWER)**

**MASIBO FREDRICK WANDILI**

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## ABSTRACT

The *main objective* of the study was to examine the effect of rebranding by way of mentorship, as a strategy on organizational performance with a view to coming up with viable and elaborate recommendations for possible adoption by the relevant stakeholders. The specific objectives were to identify the aims for mentoring as a strategy, to determine how mentoring affects organizational performance, to analyze the impact of mentorship as a rebranding strategy and to explain the impact of mentorship on rebranding. The research design used was that of descriptive method. It sought to address and assess new insights of the phenomenon under study. The research instruments used were questionnaires, interviews and discussions.

Kenya power plays a very instrumental role to the growth of the country's economy and hence the needs to have it embrace trendy management practices to enable it attain its set goals. This research paper examined the impact of rebranding strategy by mentorship on organizational performance, being sampled as the case.

The research design used was a descriptive one and the questionnaire, interview schedules, observations and discussions were used for data collection. A simple random sampling of Kenya power employees was done. To carry out the study, the researcher used both the qualitative and quantitative methods of research when analyzing the findings. The findings of the research then evolved a number of recommendations. Such recommendations were that the government should establish active mentoring programs to avoid crash programs since most employees are not experienced. The government should also encourage knowledge development through training and education since it was found that top executives in firms were not highly specialized. Another recommendation was that the government should devise strategies to educate workers in order to improve working conditions and creating markets for firms like the Kenya power. Active communication between employees and management was highly recommended. In conclusion, it was noted that mentoring as a strategy is effective for rebranding firms and institutions.