

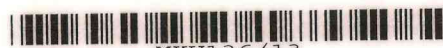
**AN ASSESSMENT OF STRATEGY ADOPTION ON MICROFINANCE  
INSTITUTIONS IN ACHIEVING COMPETITIVE ADVANTAGE IN  
MOMBASA COUNTY, KENYA**



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## ABSTRACT

The study aimed at assessing the strategy adoption on microfinance institutions in achieving competitive advantage in Mombasa County. The specific objectives were to find out the contribution of technology in achieving a competitive advantage in microfinance institutions in Mombasa County; to assess the contribution of training and development in achieving a competitive advantage in microfinance institutions in Mombasa County; and to determine the contribution of corporate culture in achieving a competitive advantage in microfinance institutions in Mombasa County. The literature review was based on authoritative, recent, and original sources such as journals, books, thesis and dissertations. A descriptive study design was used to undertake this study. The population from which the study was carried out is all the Microfinance institutions registered and licensed to undertake deposit taking microfinance business in Mombasa .The respondent from each of the Microfinance institutions included the branch managers, credit managers, operations manager and a sample 50% of the relationship officers will be taken. A combination of research instruments was used to collect data from the respondents that are interviews schedules, questionnaires guides, and secondary data analysis. Statistical Package for Social Sciences (SPSS) was used as an aid in the analysis. The researcher anticipated that with proper training and development, technology and corporate culture the institutions can realize the competitive advantage.