Book description

A strategy is a game plan with which organizations win the competition war. The winner is he who ensures that the best strategy is not only identified, but also fully implemented. Strategic plan implementation poses a challenge to a good number of organizations and institutions. Since it’s a great weapon to counter competition and give organizations competitive advantage, it requires that great attention be focused on it, otherwise, a lot of resources will be spent on coming up with organizational objectives, mission and policies, conduct industry and SWOT analysis, but fail to reach the third stage- implementing strategic plans. It’s not unusual to find well crafted strategic plans gathering dust on office shelves unimplemented. This study undertook to establish the main factors that affect strategic plan implementation and give recommendations that would enhance the same.