

**EFFECT OF STRATEGIC MANAGEMENT PRACTICES  
ON THE GROWTH OF INVESTMENT CLUBS.**

**A CASE OF MERU COUNTY-KENYA**

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## ABSTRACT

The aim of this study was to investigate the effect of strategic management practices on the growth of investments clubs in Meru - Kenya. The objectives of the study included, establishing the effect of strategic analysis, strategic implementation and strategic evaluation control to the growth of investment clubs. To achieve this, the researcher reviewed both theoretical and empirical literature and undertook field based data collection and analysis to address gaps identified in literature as well as answer the stipulated research questions. The study was exploratory by design. There are 2200 investment clubs that are registered in Meru County. Out of these, the researcher randomly sampled 96 investment clubs to which the questionnaires were administered. A cluster sampling methodology was be used. Questionnaires were administered to collect pertinent information from the respondents who were conversant with the strategic and operational functions of the investment clubs. The questionnaire was divided into two parts with parts requiring the respondents to give the general information and information on strategic management practices. Statistical package for Social Sciences (SPSS) was be used to enter and analyze data in line with the objectives of the study. Data was summarized using descriptive and inferential statistics Qualitative data was classified and coded by themes, emerging patterns and integrated into the study report for clarification, explanations and other descriptive purposes. On the basis of results generated from the analysis; cross tabulations, chi- tests and regression, the study concluded that there is a significant relationship between strategic analysis and the growth of investment clubs in Meru, significant relationship between strategic control and evaluation and the growth of investment clubs and no significant relationship between strategic implementation and the growth of investment clubs in Meru county -Kenya. There is need to undertake further research on why strategy implementation showed weak association with growth of investment clubs as compared to strategic planning and evaluation and control. The recommendations should be urgently addressed as the problems require an urgent solution.

