

**FACTORS AFFECTING THE IMPLEMENTATION OF STRATEGIC PLAN IN
SAVINGS AND CREDIT CO-OPERATIVE SOCIETIES
(A Survey of Selected Saccos in Embu county)**

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**A Thesis Submitted in Partial Fulfillment of the Requirement for the award of
Master of Business Administration Degree at the Kenya Methodist University**

June, 2011

ABSTRACT

Strategic planning model describe how to develop a business strategy and link it to operational programs. It is also a link between investment of an organization and its external environment through assessment of possible threats and opportunities. With such a plan, managers have at best a sketch road map for increasing the firms' performance and therefore can make convincing promise to investors about the firms' future value.

Savings and Credit-co-operative (SACCOS) societies are playing an increasingly important role in the process of financial intermediation in a high competitive financial market in Kenya; Saccos according to vision 2030 are expected to avail financial services both in urban and rural areas for the creation of wealth and poverty reduction.

The Saccos therefore need to drastically change their approach from welfare oriented institutions to a more-business like approach. One of the ways they have to deploy to achieve this is by instituting strategic management plans where formulation activation and implementation of practical business strategies are achieved. The strategies should focus marketing, ICT, communication policies and procedures, internal control procedures, membership among others.

The researcher carried out a study in Embu district and analyzes factors affecting strategic plan implementation. The target population was drawn from 12 SACCO, 84 officials and 12 employees. From the target population, 33% was obtained from employees, executive management committee, and supervisory committee to form the sample. The researcher used questionnaires to collect data which was analyzed by Statistical Packages for Social Sciences (SPSS). The study established that there was need to have skilled leaders who can transform SACCOS and practice good corporate Governance. Modern technology for divided growth and control of rising expenditure was observed to be important. Also surpluses should be boosted to provide internal finances for funding programs. Finally based on study the researcher made recommendations that would assist in meeting the challenges.