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**APPLICATION OF STRATEGIC MANAGEMENT PRACTICES ON
ORGANIZATIONAL PERFORMANCE**

A CASE STUDY OF KAMPALA CAPITAL CITY AUTHORITY (KCCA)

BY

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ABSTRACT

The purpose of this study was to establish the application of strategic management practices on organizational performance in Kampala Capital City Authority. The objectives of this study were to establish the various strategic management practices used in KCCA, assess the level of utilization and applicability of the strategic management practices on organizational performance, and establish whether there was a relationship between strategic management practices and organizational performance in KCCA.

The study was carried out using quantitative approach where self administered questionnaire were used for data collection and a correlation design adopted to assess the relationship between strategic management practices and organizational performance. A descriptive survey design was used because it was able to solicit respondents' views on strategic practices and level of utilization and applicability. The sample size consisted of fifty respondents and was based on Krejcie et al 1970 guidelines for determining sample size in research activities. Purposive sampling was used for selection of respondents for primary data collection.

The study findings revealed that there is a positive significant relationship between organizational performance and strategic management ($r=.618$, $P<.0.01$) and that strategic management practices contribute towards organizational performance

It is recommended that KCCA should further stream line the various strategic management practices through the identification of opportunities and threats in addressing the varying concerns of the stakeholders in the city in order to achieve organizational performance for better and improved service delivery to the citizens of Kampala city.

Furthermore, it is recommended that KCCA periodically conducts stakeholder reviews, analysis and emphasizes the use of the different key aspects such as balanced scorecard in measuring organizational performance in order to improve on the service delivery to the citizens of Kampala City.