

Strategy Implementation and Performance of Businesses Owned By Women in Kano Metropolis

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Abstract: This study was conducted to investigate the relationship between strategy implementation and performance of businesses owned by women in Kano metropolis. The study targeted the businesses owned by women both registered and non-registered. Primary data was collected by structured questionnaire that was distributed to the women in businesses. Out 200 distributed copies, 181 were returned and all used for data analysis. The result of study indicate that there is the significant relationship between strategy implementation and performance of businesses owned by women. The study therefor concluded that strategy implementation has a significant and positive effect on the performance of businesses owned by women in Kano metropolis.

I. INTRODUCTION

Strategy implementation is very vital area that is value by many organizations. For example the current Nigerian government failed implement any type of strategy which yield the poor performance to the government. However, organizations vary in the degrees about strategy implementation. Misankova & kocisova (2014), strategic implementation as a part of strategy management of the company plays an important role in achieving prosperity and competitiveness. The strategy reflect the fundamental ideas on which way the objectives of the company will be achieved.

Although various studies haven conducted on strategy implementation, Misankova & kocisova (2014), Korir, Tarus, Torois & Torois (2015), Ogunmokun, Hopper, & Mcclymont (2015). Despite the contribution of these studies, they failed to ascertain in their studies the consequent effect of strategic implementation on women owned businesses.

Misankova & kocisova (2014), argued that prosperity and competitiveness of the company are conditioned also by flexible strategic management. Companies without strategic management cannot be competitive in the long-term and without appropriate strategy, strategic development is unsuccessful. However, Ogunmokun, Hopper, & Mcclymont (2015), tend to support the prescribed literature of (David 2003: 2005, Kotler et al, 2001, Pride & Ferrel 2003), that stresses that organizations should treat implementation as an important component of marketing strategy.

This study tempted to investigate the performance of business owned by women and how their strategy implementation approaches improve their businesses performance with a major objective to determine the relationship between strategy implementation and the performance of businesses owned by women in Kano metropolis.

Base on the above objective, we defined our null hypothesis as:

H_0 : there is no significant relationship between strategy implementation and performance of owned women businesses.

II. METHODS

2.1 population and Sample

The target population of this study was the women owned businesses in Kano metropolis. They are the key persons to the business and responsible for formulation and directing implementation of the strategies. The women owned businesses were the population element identified for this study.

2.2 Data collection and analysis

A survey was conducted in businesses owned by women and data were obtained from the owners of such businesses examining the methods of implementing strategies in their business outcomes. Two hundred (200) self-administered questionnaire distributed to the respondents out of which 181 were returned and were used in that analysis. Pearson correlation and regression analysis were used for analyzing the collected data to this study.

2.3 Measures

2.3.1 Independent variable: to measure strategy implementation, we used an instrument with subjective measures utilized by (Musteen et al. 2010). This measure contain the dimentions including rational planning, logical incrementalism and absence of implementation style. The study utilized for items that are based on rational planning dimension and the respondent were asked to rate them in a 5 point Likert scale.

2.3.2 Dependent variable: Firm performance was measures usin six subjective measures developed by Powel and dent-Mitcallef (1997) and subjective measures of performance heve been widely used and most studies find high convergent validity with objective measures such as public available accounting (Powel and dent-Mitcallef, 1997; Dess and Robinson, 1984; Venkatraman and Ramanjam, 1987). The respondents were asked to rate them in a 5 point Likert scale.

III. DATA ANALYSIS, RESULT, DISCUSSION AND CONCLUSION

This study was conducted regression and correlation analysis to determine the relationship between the strategy implementation and women owned businesses performance.

The objective of this study is determine whether strategy implementation has influence on businesses owned by women in Kano metropolis.

Strategy Implementation & Performance of Businesses Owned By Women	.822
**. Correlation is significant at the 0.01 level (2-tailed)	

Base on the above table, result clearly shows that there is a strong correlation between predicting variable strategy implementation and the outcome variable performance of businesses owned by women. The pearson correlation coefficient (r= is .822, p<0.01) which indicate that, strategy implementation has a strong relationship with businesses owned by women. This implies that firms consider business plan to be ideal for implementing important and piloting the strategies before implementation.

Regression Coefficient (B)	
Independent Variable	
Strategy implementation	0.880
R	0.822
R ²	0.775
Adjusted R ²	0.773
R ² Changes	0.775
F Change	615.334
F Sig Change	0.0000

Base on the above table, result clearly shows the regression results of strategy implementation and performance of businesses owned by women. It is clearly indicate that the interactions between strategy implementation variable constructs explain 77.5% of the variability on the performance of businesses owned by women. The beta coefficient for predicting variable (B= .880, p<0.01). This implies that when the value of the predicting variable increases, the outcome greatly and significantly increases. Therefore the study infers that when strategy implementation increases by one unit, performance of the businesses owned by women greatly increases by .880 units. Base on the results above, it can be concluded that strategy implementation has a strong relationship with the performance of businesses owned by women and therefor the null hypothesis rejected.

VIF	1.00
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The table above indicate that collinearity does not in the data of this study because: Collinearity is not existence if the VIF is equal to 1 or less than 1 among the factors. But if the VIF is greater than 1 predictors may be moderately correlated. A VIF between 5 and 10 indicate high correlation that may be problematic.

IV. DISCUSSIONS, CONCLUSIONS AND RECOMMENDATION

The result of this study shoes that strategies implementation has a positive and strong significant on the performance of the women businesses in Kano metropolis. It implies that strategy if well strategy is well implemented such business will able to achieve delighted both financial and non-financial performance.

This result also prove the concrete reason to give more attention on strategy implementation to be able to achieve desired outcomes. Therefore base on the proxies used in this study it is worth to conclude that the context plays a vital role in steering such businesses performance when strategy implementation is given proper attention.

This study recommend that business women should encourage their worker for growth and development programs to enable them meet organizational goals and objectives. They should also try to be identifying the task(s) prior to the strategy implementation.

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