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The influence of strategic planning on performance of micro enterprises in Ruiru Sub  
County, Kiambu County, Kenya

by

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## ABSTRACT

The question which runs through this research study is whether strategic planning has any impact on the performance of micro enterprises in the Ruiru Sub County. Literature on whether small enterprises do strategic planning and whether it has any impact on their performance gives findings that differ among authors. Strategic planning in Kenya is relatively new and less common in small enterprises. Micro enterprises rank at the bottom of the pyramid of businesses in Kenya. They contribute heavily in service delivery and job creation but many of them are handicapped in growth and expansion. The researcher embarked on finding out whether strategic planning contributes to their growth. Data was collected on a sample drawn from 737 micro enterprises from 3 different industries in Ruiru Sub County using descriptive research design. Stratified random sampling was used with 20% sample size which is 147 elements. Data was collected from the micro enterprise owner-managers by use of self-administered or interview administered questionnaires. Data analysis was done by use of descriptive and inferential statistics using computer software. The findings conclude that in Ruiru Sub County the micro entrepreneurs carry out strategic planning and it has significantly impacted on their performance. There is a strong positive relationship between strategic planning variables of environmental scanning, strategy formulation, implementation and control and performance variables of profits, business turnover and market positioning.