

The Role of Strategic Planning on Organizational Performance: A Case of Vodacom Tanzania

by

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THE ROLE OF STRATEGIC PLANNING ON ORGANIZATIONAL PERFORMANCE: A
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In accordance with Daystar University policies, this thesis project is accepted in partial fulfillment of requirements for the Master of Business Administration degree.

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DECLARATION

THE ROLE OF STRATEGIC PLANNING ON ORGANIZATIONAL PERFORMANCE: A
CASE OF VODACOM TANZANIA

I declare that this is my original work and has not been presented to any other college or university for academic credit.

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All Glory and honor be to the Almighty God, for the gift of life and all the blessings. Amen.

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ABSTRACT

Strategic planning is a backbone support to strategic management and a major process in the conduct of strategic management. Strategic planning influences better communication between managers of different levels and functional areas, reducing resistance to change by informing the employees of the change and the consequences of them. The study adopted descriptive design which aimed at finding out roles of strategic planning and how they contribute to the organizational performance. The total population of Vodacom Tanzania was 400 employees. The target population comprised 70 personnel in the various departments. The main data collection instrument for the study was questionnaires. The quantitative data that was obtained from the questionnaires was coded and keyed into statistical package of social science (SPSS) analysis software to analyze the distribution and frequency of data. The findings indicate that strategic planning has contributed to high organizational performance in Vodacom. It was also established that quality service delivery was mentioned as the most important impact of strategic process on company performance. Overall it was established that strategic process has an impact on the Vodacom performance and by focusing its energy in embracing strategic plan gives the company a competitive advantage over other telecommunication companies.

DEDICATION

I dedicate this study to my mother Mrs Kimaro and beloved late father, Mr. Josephat Kimaro who sent me to school and taught me the importance of education. But unfortunately my beloved father did not live to see the fruit of it.

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