

Effects of strategic planning on organizational efficiency of tea factories in Kisii county- Kenya

Strategic planning may be characterized as a systematic effort to produce fundamental decisions and actions that shape and guide what a business organization is, what it does, and why it does it. This study seeks to assess the effects of organizational efficiency on tea factories in Kenya. Tea was introduced in Kenya in 1903 and the cultivation of the crop has expanded rapidly in terms of area planted and volume of Tea produced. Expansion of tea growing in different Agro-Ecological zones and under different socio-economic conditions calls for joint efforts in the tea research and development, technology and information transfer research on tea was initiated in Kenya by Brook Bond Limited in 1949, as a department within its local company, the African Tea holdings Limited. Recently revenues from Tea in Kenya have dropped significantly by KShs 16 billion in 2014 which was a 14% from the previous year. The decline was attributed to the oversupply of the cash crop in the global market and poor quality of the crop. Despite of this little has been documented regarding the extent to which strategic planning in the management of tea in terms of growth, production and distribution. This study therefore sought to investigate the effect of strategic planning on the efficiency of tea producing factories. This study employed a descriptive survey design. The total population in this study has been 624 employees of 6 Tea factories within Kisii County. The population has been sampled proportionally and each sampled employee is issued with a questionnaire. Descriptive and inferential statistics has been used to analyze data. Data has been presented in form of percentiles, weighted averages, pie charts and frequency distribution Tables. The findings from this study provides valuable insights to the Government, the stake holders, scholars and researchers can rely on in their collective endeavor of addressing the effects of strategic planning in the improvement on production and distribution of tea in Kenya.