

ABSTRACT

The purpose of this study was to investigate the factors influencing strategy implementation in deposit taking SACCOS within Meru County. The study was guided by four research objectives: to establish the effect of resource allocation on strategy implementation in deposit taking SACCOS within Meru County; to investigate the effect of communication on strategy implementation in deposit taking SACCOS within Meru County; to establish the effects of organization design and structure on strategy implementation in deposit taking SACCOS within Meru County and to determine the effect of regulatory environment on strategy implementation in deposit taking SACCOS within Meru County. This study contributes to the growth of literature and knowledge on strategy implementation in deposit taking SACCOS. Further the study derived its focus and base from the following theories: the resource based value theory and the system theory. The study adopted a descriptive research design. The population of the study comprised the 11 deposit taking SACCOS in Meru County. Due to the nature of the population the study undertook a census of the management of the deposit taking SACCOS. This translated to 55 respondents. The study made use of both descriptive and inferential statistics to analyze the data. The descriptive statistical analysis included; frequencies and percentage distributions, mean and standard deviation while the inferential statistical analysis included Pearson Correlation and Regression analysis. Statistical Package for Social Sciences (SPSS) version 23 was used as a statistical tool for data analysis and the ensuing results were presented in tables. The response rate of the administered questionnaires stood at 87.27%. The study established a positive and significant relationship between the independent variables (resource allocation, organization design and structure, and regulatory business environment) and dependent variable except for communication which had a negative but significant relationship. The study concluded that resource allocation is vital in implementing strategies and especially when it's timely, equitably and optimally done. The study recommends that the organizational structure and design to be aligned with the prevailing business regulatory environment to ensure smooth strategy implementation. The study also recommends that the resources should be allocated optimally according to the needs of the various functions within the organization.