

BUILDING A VIABLE ORGANISATION THROUGH AN EFFECTIVE ORGANISATION STRATEGY

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ABSTRACT

Effective organizational strategy is important to ensure that the organization chart an effective course towards the organizational mission, goals and objectives. The relationship between an organization and its environment is a determinant of type of strategy suitable for its viability. The purpose of this study is to determine the extent to which Nigerian Association of Small Scale Industrialists (NASSI) employs strategic planning and its impacts on their organizations. The methods used in this study are both secondary and primary means of data collection. Books, journals and articles on small scale industries were read. 150 questionnaires were self administered to members of Nassi in their monthly meeting. The analysis of the results pointed out that every organization that imbibes the culture of strategic planning becomes more viable. Almost all the scholars stretched the fact that effective strategy in an organization is the responsibility of the top management. The management of an organization must be creative with their strategies to be able to cope with the challenges of sustaining and making their organization viable.

KEYWORDS: Organisation, Strategy, Nassi, Effectiveness, Organisation Performance

INTRODUCTION

The world is shrouded in uncertainty full of emerging markets, environmental factors, terrorist's activities, technological innovations, competition and development of trades. An organisation as part of the world system, needs strategy to get close to it objectives, (Wzhen, Yang and Melen 2010). To compete successfully in this environment, where the activities of Boko Haram insurgency hold sway, organisations needs to continually review it strategy to be able to surmount the daunting problems facing it. Muogbo (2013) emphasized the need for organisation to improve their performance by reducing cost, innovating products and processes and improving quality, productivity and speed to market. Strategic management is an ongoing process that evaluates and controls the business and the industries in which the company is involved, assesses its competitors and set goals and strategies to meet all existing and potential competitors, and then reassess each strategy annually or quarterly to determine how it has been implemented and whether it has succeeded or needs replacement by a new strategy to meet changed circumstances, new technology, new competitors, a new economic environment, or a new social, financial or political environment. Achieving a competitive advantage position and enhancing firm performance relative to their competitors are the main objectives that business organizations in particular should strive to attain. (Raduan, Jegak, Haslinda and Alimin, 2009). The effect of globalization has placed the task of survival on any organisation who wants to survive. Stiff competition has placed greater pressure on organizations to seek ways to achieve a sustained competitive advantage. Globalisation has led to more intense competition among manufacturing firms, with increased customer demands (Baines and Langfield-Smith, 2003). For an organisation to remain viable the strategy must be effective. A set of specified criteria for an organization to be viable is what (Daff, 2009) believed to be the effective strategy.