

**RELEVANCE OF STRATEGIC MANAGEMENT PRACTICES TO SMALL BUSINESS**

**ENTERPRISE (SBEs) PERFORMANCE**

**(A Study of Ado-Odo Ota, Ogun State)**

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**RELEVANCE OF STRATEGIC MANAGEMENT PRACTICES TO SMALL BUSINESS  
ENTERPRISE (SBEs) PERFORMANCE**

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**BEING A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF  
REQUIREMENT FOR THE AWARD OF MASTERS OF SCIENCE DEGREE (M.Sc)  
DEGREE IN BUSINESS ADMINISTRATION TO THE DEPARTMENT OF BUSINESS  
MANAGEMENT, SCHOOL OF BUSINESS, COLLEGE OF DEVELOPMENT STUDIES,  
COVENANT UNIVERSITY, OTA, OGUN STATE, NIGERIA.**

**MAY 2014**

## CERTIFICATION

This is to certify that **Power Tolulope Morenike** with Matriculation Number **06AB03498** carried out this research work titled **“Relevance of Strategic Management Practices to Small Business Enterprises (SBEs) Performance”** under my supervision and that this research has not been previously submitted for the award of any degree in this or any other university.

.....

Dr. S. T. Akinyele  
Supervisor

.....

Signature & Date

**DECLARATION**

It is hereby declared that this research was undertaken by Power Tolulope Morenike. This project report is based on her original study, in the School of Postgraduate, department of Business management, College of Development Studies, Covenant University under the supervision of Dr. Akinyele S. T. Ideas and views of this research work are products of the original research undertaken by Power Tolulope Morenike, and the views of other researchers have been duly expressed and acknowledged.

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## **DEDICATION**

I dedicate this project to God Almighty who is the Author and the Finisher of my faith for His immeasurable love and grace. He alone is worthy to be praise and glorified.

I also want to dedicate this project to my beloved and adorable husband, Mr. Atolagbe Dayo Peter for his love, encouragement, support and prayers. You are the best and I love you!

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## **TABLE OF CONTENTS**

Certification.....	i
Declaration.....	ii
Dedication.....	iii
Acknowledgements.....	iv
List of Tables.....	xi
List of Figures.....	xiii
List of Appendix.....	xv
List of Abbreviations.....	xvi
Abstract.....	xvii

## **CHAPTER ONE: INTRODUCTION**

1.0 Background of the Study.....	1
1.1 Statement of Research Problems.....	4
1.2 Research Questions.....	6
1.3 Objectives of the Study.....	7
1.4 Statement of Research Hypotheses.....	7
1.5 Operationalization of Research Variables.....	8
1.6 Significance of the Study.....	9
1.7 Scope of Study.....	10
1.8 Limitations of the Study.....	10
1.9 Outline of Chapters.....	11
1.10 Definition of Operationalized Terms.....	11

## **CHAPTER TWO: LITERATURE REVIEW**

2.0 Introduction.....	13
2.1 CONCEPTUAL FRAMEWORK.....	13
2.1.1 Product Quality.....	13
2.1.2 Customer Satisfaction.....	14
2.1.3 Strategic Human Resource Management (SHRM).....	16
2.1.4 Employees' Turnover.....	17
2.1.5 Promotion Strategy and Sales.....	18
2.1.6 Concepts of Strategic Management.....	19
2.1.7 Small Business Enterprise.....	20
2.1.8 The concept of performance.....	21
2.1.9 Strategic Management Practice and Small Business Enterprises.....	22
2.1.10 SWOT Analysis.....	23



2.1.10.1 Strengths.....	24
2.1.10.2 Weaknesses.....	25
2.1.10.3 Opportunities.....	26
2.1.10.4 Threats.....	26
2.1.11 Business Growth.....	27
2.2 THEORETICAL FRAMEWORK.....	28
2.2.1 Stakeholder Theory.....	28
2.2.1.1 Explanations of the three categories of stakeholders.....	29
2.2.2 Resource-Based Theory Of Competitive Advantage.....	31
2.2.3 The Contingency Theory.....	35
2.2.4 The profit-maximizing and competition-based theory.....	36
2.3 REVIEW OF EMPIRICAL FRAMEWORK.....	37
2.3.1 Strategic Management Practices in Nigerian Small Business Enterprises (SBEs).....	37
2.3.2 Strategic management and entrepreneurial ventures.....	38
<b>CHAPTER THREE: RESEARCH METHODOLOGY</b>	
3.0 Introduction.....	40
3.1 Research Methodology.....	40
3.2 Research Design.....	41
3.3 Population of the Study.....	41
3.4 Sample Size Determination.....	42
3.5 Sampling Techniques.....	43
3.6 Sampling Frame.....	43
3.7 Sources of Data.....	44
3.8 Research Instrument.....	44
3.9 Administration of Research Instrument/ Data Collection Techniques.....	44
3.10 Validity of Research Instrument.....	45
3.11 Reliability of Research Instrument.....	45
3.12 Method of Data Presentation and Analysis.....	46
<b>CHAPTER FOUR: PRESENTATION, ANALYSIS, AND INTERPRETATION OF RESULTS</b>	
4.0 Introduction.....	48
4.1 Profile of Respondents.....	48
4.2 Presentation of Data.....	49
4.3 Data Analysis and Interpretation.....	78
4.4 Testing of Hypotheses and Discussion of results.....	84
<b>CHAPTER FIVE: DISCUSSION, CONCLUSION AND RECOMMENDATIONS</b>	

5.0 Introduction.....	97
5.1 Summary of Work.....	97
5.2 Summary of Findings.....	98
5.3 Theoretical Findings.....	98
5.4 Empirical Findings.....	102
5.5 Recommendation.....	105
5.6 Conclusion.....	105
5.7 Suggestions of Further Studies.....	106
REFERENCES.....	107

## **LIST OF TABLES**

Table 4.1 Profile of Respondents.....	48
Table 4.2 Gender of Respondents.....	49
Table 4.3 Age of Respondents.....	49
Table 4.4 Marital Status of Respondents.....	50
Table 4.5 Working Experience of Respondents.....	51
Table 4.6 Respondents' Position in the Organizations.....	51
Table 4.7 Educational qualification of Respondents.....	52
Table 4.8 Your products meet all your customer's requirement.....	52
Table 4.9 Operating/products design of your products conforms with established standard.....	53
Table 4.10 Your products operates properly and is very reliable.....	54
Table 4.11 Customers used your products over a long time before it deteriorates.....	54
Table 4.12 Your product have attracted more customers over the years.....	55
Table 4.13 Customers are contended with your products.....	55
Table 4.14 Analysis of customers satisfaction is made and the result are followed by continuous improvement.....	56
Table 4.15 Customers are satisfied with the prices of your products.....	57
Table 4.16 Over the last years, customer's satisfaction has increased.....	57
Table 4.17 During the last years, customer's complaints have decreased.....	58
Table 4.18 Staff are trained and motivated up to their needs and wants by the management to achieve their potential.....	59
Table 4.19 Your company has goals for employee's job satisfaction.....	60
Table 4.20 There are facilities available to enable workers take active interest in their jobs and work with a feeling of involvement and participation.....	60
Table 4.21 Staffs are given terms and conditions of services.....	61
Table 4.22 The factors that have a positive impact on employee's satisfaction are defined.....	62
Table 4.23 In the past one year, some employees voluntarily quitted your company.....	62

Table 4.24 Employees are compensated when they put in extra time and effort to work.....	63
Table 4.25 Over the accounting year, some employees were retrenched from your organization....	64
Table 4.26 Your company's labour turnover rate is quite high.....	65
Table 4.27 Most of your employees resigned before confirmation.....	65
Table 4.28 Sales promotion is normally used to boost sales thereby increasing the profit.....	66
Table 4.29 Your products are often advertised.....	67
Table 4.30 You usually give price discounts to your major customers.....	67
Table 4.31 We temporarily reduce our retail price during festive periods.....	68
Table 4.32 You give free samples as a way to promote your products.....	68
Table 4.33 The sales quantity of your products have grown in the last years.....	69
Table 4.34 Your revenue has increased over in the last accounting year.....	69
Table 4.35 You reduced the price of your product to boost your sales.....	70
Table 4.36 Your sales outlets has increased tremendously.....	71
Table 4.37 Your sales price have been stable over time.....	71
Table 4.38 We usually analyse our business strength.....	72
Table 4.39 Your weaknesses are usually analysed in order to invest in new product development..	73
Table 4.40 We usually explore opportunities to improve competitive product .....	73
Table 4.41 Relationships are built between suppliers and customers to avoid threat from competitor .....	74
Table 4.42 You use SWOT analysis to get an understanding of your competitors.....	75
Table 4.43 Your asset based have grown over time.....	75
Table 4.44 During the past years, your capital based has improved.....	76
Table 4.45 The products your company offer to customers have grown with time.....	76
Table 4.46 You have experience growth in your profit over the past years.....	77
Table 4.47 You have experience reduction in your profit over the past years.....	77
Table 4.48 Descriptive statistics for product quality and customer's satisfaction.....	78

Table 4.49 Descriptive statistics for human resource practices and employee's turnover.....80  
Table 4.50 Descriptive statistics for promotional practices and sales.....82  
Table 4.51 Descriptive statistics for SWOT analysis and business growth.....83

**LISTS OF APPENDIX**

Appendix 1 Questionnaire.....108

## **LIST OF ABBREVIATIONS**

SBEs- Small Business Enterprises

SHRM- Strategic Human Resource Management

SWOT- Strength, Weaknesses, Opportunities and Threats

***ABSTRACT***

*The study examined relevance of strategic management practices to small business enterprises (SBEs) performance. The main objectives of this study is to determine how quality products enhance customer's satisfaction; to know whether Strategic Human Resource Management (SHRM) determines employees' turnover; to find out how better promotion strategy can boost sales and to examine the influence of SWOT analysis on business growth. The opinion of the study population in relation to this research topic was gathered by administering well-structured questionnaires. This research study adopted the convenience sampling techniques because of the homogeneous characteristics of population of study. A survey of 270 small business enterprises was carried out to determine how importance strategic management practices is to SBEs performance. Two hundred and sixty five (265) were collated for analysis and five percent (5%) were unusable. The null hypotheses includes; hypothesis one: quality products do not enhance customer's satisfaction; hypothesis two: strategic human resource management (SHRM) is not a determinant of employee turnover; hypothesis three: better promotion strategy do not boost sales and hypothesis four: SWOT analysis cannot influence business growth. Regression analysis was used in testing all hypotheses. The result of hypothesis one revealed coefficients of 0.578 and t value of 11.496 for product quality and customer satisfaction. The t-statistics is found to be positive. The null hypothesis was rejected. The result of hypothesis two revealed coefficients of 0.544 and t value of 10.524 for strategic human resource management (SHRM) and employee turnover. The t-statistics is found to be positive. The null hypothesis was rejected. The result of hypothesis three revealed coefficients of 0.537 and t value of 10.324 for promotion strategy and sales. The t-statistics is found to be positive. The null hypothesis was rejected. The result of hypothesis four revealed coefficients of 0.384 and t value of 6.663 for SWOT analysis and business growth. The t-statistics is found to be positive. The null hypothesis was rejected. The recommendation includes small business operators should ensure that they produce quality products in order to be able to give their customers maximum satisfaction; managers should ensure that they give their employees adequate training and also meet their needs in order for them to put more effort in their respective job; small business operators should engage in sales promotion in order to boost their sales thereby increasing their profit and managers should use SWOT analysis in order to know their business strengths and weaknesses, and also to identify both the opportunities open to them and the threats facing their business to enhance business growth.*