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## **influence of strategic positioning on the performance of manufacturing firms in kenya a case of textile and apparel companies in kenya**

Strategic positioning has a considerable impact on the performance of organisations that eventually results to improved market position and competitive advantage. Textile and apparel industry is faced with various challenges in Kenya; high cost of production due high electricity cost, high wages, low efficiency machinery and competitive low price second hand clothes. This study sought to explore the influence of strategic positioning on the performance of manufacturing companies in Kenya, taking a case of textile and apparel companies in Kenya. The study addressed specific objectives; to assess the influence of strategic resourcing, research and development and marketing strategy on the performance of manufacturing companies in Kenya. The study findings inform policy makers in effort to build Kenyan textile and apparel companies, and the future scholars in this subject. The findings also gives insight to players in the industry on how positioning would help them become competitive in the industry. The study was anchored on resource based theory and network theory. The study employed descriptive research design targeting 63 companies in textile and apparel manufacturing sub sector. Census approach was used in this study. Data was collected targeting the senior managers/operation managers in the selected firm using a questionnaire. Email method was used to distribute the questionnaires; questionnaire kept simple to encourage responses. The respondents were followed via a phone call to fill the questionnaires. The data collected was analyzed in SPSS and presented using charts and tables. Data collected was crosschecked for completeness before entering in SPSS for analysis. Both descriptive and inferential statistics. The study found strategic resourcing, research and development, and marketing strategies had statistically significant effect on the performance of apparel and textile firms in Kenya. The study concludes that strategic positioning is an effective approach in sustaining the performance of manufacturing firms in Kenya.

**Primary author:** Ms OMBATI, Maryanne

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