PROBLEMS OF STRATEGIC PLANNING IN THE NIGERIAN MANUFACTURING INDUSTRY (A CASE STUDY OF SELECTED COMPANIES)

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ABSTRACT

The failures associated with the problems encountered during the process of strategic planning leading to the stagnation and or collapse of many manufacturing industries has been witnessed in the Nigerian manufacturing industry. If this industry, which plays a particularly crucial role in, the Nigerian economy is to survive and grow, there must be a more managerial commitment in strategic planning for careful strategic planning and implementation devoid of problems. Hence, problems encountered in the strategic planning process need to be identified; full awareness and understanding of the problems necessary.

This study aims at finding out the problems encountered in strategic planning in the Nigerian manufacturing industry, the level of management awareness of the problems if such awareness exists at all, their effects on organisational performance as well as possible solutions.

The use of questionnaire was adopted for this research with frequency distribution and percentage for data presentation and analysis whereas the hypotheses were tested using the chi-square formula.

It was found that managers in the Nigerian manufacturing industry experience problems in strategic planning which, in turn, contribute negatively to organisational performance. Such problems include poor integration and linkage of strategic plans and other control, non-availability of skilled. Managerial personnel, inadequate bases for act planning, poor environmental adaptation, difficulties in strategic planning preparation of supervisors, inadequate understanding of the problems, which enhances effectiveness in future strategic, plans when present.

Suitably skilled personnel should be used while involving the managerial personnel to achieve clearly stated organisational strategic goals and enough finance should be provided with continuous evaluation of the strategic planning process.