

The relationship between working capital investment policy and profitability of manufacturing firms in Kenya

Abstract:

In the recent past International Non-Governmental Organization operating in Kenya has experienced rapid increase in number and scale of activity resulting to increased turbulence in the NGOs environment. This turbulence has lead to International Non-Governmental Organizations develop competitive strategies that will enable the organizations gain competitive advantage. The researcher undertook a study to determine the competitive strategies International Non- Governmental Organizations adopt to achieve competitive advantage and whether those strategies influence their performance. The study employed descriptive research and survey strategy, the data was analyzed using descriptive statistics and the findings were presented in frequency tables. The study found out that strategic alliance was applied to a great extent as a competitive strategy by International Non-Organizations; other strategies applied were innovation and quality programming. The study also found out that learning and growth perspective performance was fair which demonstrates a gap that requires to be curbed. Intense global competition requires that organizations continually improve their capabilities for delivering value to customers and shareholders. Organizational learning and growth come from three principal sources people, systems, and organizational procedures. Scorecards typically reveal large gaps between the existing capabilities of people, systems, and procedures and what is required to achieve breakthrough performance. To close these gaps, businesses have to invest in improving the skills of employees, enhancing information technology and systems, and aligning organizational procedures and routines (Kaplan and Norton, 1996).