

**STRATEGY IMPLEMENTATION CHALLENGES AT  
PREMIER COOKIES LIMITED**

**BY**

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## ABSTRACT

Strategy implementation is the most challenging strategic management process. This is because a firm's strategy is implemented in a changing environment which poses various challenges and this is why according to some scholars very few formulated strategies are successfully implemented. This means that every organization operates in a market and business climate that is changing to one degree or another and that in turn requires internal operating responses and behaviours. Strategies may become obsolete as the firm's internal and external environments change.

This research project focused on two objectives; establishing the strategy implementation challenges the company under study (Premier Cookies Limited) faces and determining the measures the company takes to cope with these challenges. Data was collected using the interview method and analysed using content analysis.

The findings were that this company like any other operating in a turbulent environment faced certain challenges while implementing its strategy. These challenges are both internal and external. The internal challenges are mostly as a result of inadequate resources and inappropriate institutions whereas the external challenges are as a result of stakeholder pressures, political instability and economic crisis.

The study established that the company tries to use certain measures to cope with these challenges though the study noted that enough was not being done. The study gives some important recommendations that would be a great help to the company in trying to implement its strategy successfully.

This study was not without its limitations and these are highlighted in the last chapter together with some suggested recommendations for further study.