

## **ABSTRACT**

This study sought to establish the relationship between planning resources and firm performance. The study premised on the resource based perspective which presupposes that resources are valuable bundles which when utilized well lead to the growth of the firm both internally and externally. However, there is inadequate empirical support to this view specifically from the developing economies. Data for this study was obtained from firms operating in Export Processing Zones (EPZ) in Kenya. The study established a positive and significant relationship between planning resources and both financial and non financial performance measures. Managerial implication of the study pointed to the need for managers to refocus on appropriate configuration of planning resources to achieve better performance.