

## **Strategic Management within Kenya Firms**

### **Abstract:**

This study investigated strategic management practices within large, private manufacturing companies in Kenya. A total of 73 companies (both local and foreign) were surveyed. Personal interviews were conducted with top managers in all these companies. The findings revealed that large manufacturing companies had adopted strategic management. However, there were variations in the practices. Foreign companies were more involved and committed to strategic management than the local ones. The local companies (especially family ones) exhibited heavy financial orientation in their plans (cash flow projections and extended budgeting). Differences in organizational factors were cited as explanations for the observed variations in strategic management practices.