

## **Environmental influence on competitiveness of the horticultural processing industries in Kenya**

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### **Abstract:**

Horticultural Processing Industry has progressively grown over time with increasing number of players. This has increased the competition among the players hence the need to become more competitive. Due to this, the Horticultural Processing Industries are adopting different competitive strategies to counter the influence of economic, technological and ecological environmental factors. This study sought to establish the environmental influence on competitiveness of the horticultural processing industries in Kenya. From the findings of this study, it was clear that the environmental factors have an influence on competitiveness of horticultural processing industries in Kenya. The results of this study can be used by different firms in the horticultural processing industry in Kenya to know how to manage different environmental factors. It has identified those factors that have a negative influence and those that have a positive influence. Firms will be prepared on how to handle the factors that have a negative influence on their competitiveness. The results of this study can also be used as a point of reference to other industries which their competitiveness is affected by the targeted environmental factors in this study. For the academicians and other researchers wishing to carry out further research, the empirical information will contribute to existing literature in the field of strategic management.