

Abstract:

This paper focuses on the joint effect of selected strategy variables on performance of large private manufacturing firms of the supply chains in Kenya. To guide the study, two specific objectives have been used namely: 1) to determine the independent effects of core competencies, strategy, strategy implementation and core capabilities on firms performance, 2) to determine the joint effect of core competencies, strategy, strategy implementation and core capabilities on firms performance. Hypotheses are tested through the analysis of both the independent and joint effects of the variables on firms' performance. There is empirical evidence that the independent effect of core competencies, core capabilities, strategy, strategy implementation on firms performance is weaker compared to the joint effect of the same variables. A sample of about 52 large private manufacturing firms of the supply chains which are members of Kenya Association of Manufacturers is used.