ABSTRACT

This research sought to analyse the strategic management practices by Government agencies in the road construction industry in Kenya. The research focused on the six agencies that manage the road construction and maintenance in the country. The practices studied included goal setting, strategic analysis, strategy formulation, strategy implementation and evaluation and monitoring. The study applied descriptive research design. The data set comprised of both secondary and primary data. Primary data on strategic management practices was collected using a tailor made questionnaire. Secondary data was obtained from websites and internal documents of the six government agencies in the road construction industry in Kenya. Through this study, it was established that all the six agencies in the road construction industry in Kenya follow strategic management practices. Despite there being no uniform process adhered to, all the agencies exhibited all the components of the strategic management process. The research carried out on this study led to identification of the crucial aspects of strategic management practices that will facilitate better management and therefore enhance achievement of the mandates of the agencies.