Strategic responses by the Barclays Bank of Kenya Limited to changes in the environment

Kok's, Sheilla
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Abstract:

This study sought to determine the strategic responses that Barclays Bank has adapted to the changes in the environment and to identify factors that influence strategic responses in addressing the changes. In order to meet these objectives, the pertinent primary data and secondary data was collected. Primary data was obtained from personal interviews with the respondents who were responsible for developing the strategic response by BBK to the changing competitive situation. Secondary data was collected from various sources. The data was then analyzed qualitatively. According to the research findings, BBK has addressed its changing competitive situation through restructuring, marketing, information technology culture change, Recapitalization and service delivery systems and product development. The researcher suggests a wide study covering the whole industry can be undertaken to determine strategic responses in the banking industry. This would give an indication of the response made by banks in Kenya to their changing competitive situation especially with the increasing growth, in the number and size, of the non-bank financial institutions. This would allow for industry generalizations to be made.