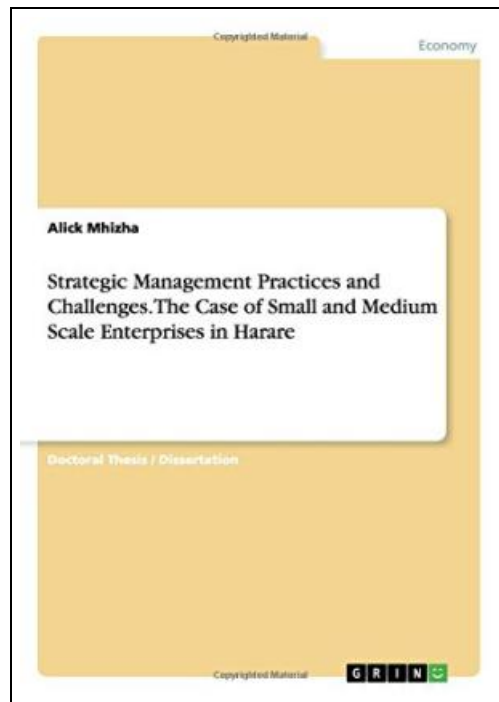


## Strategic Management Practices and Challenges. The Case of Small and Medium Scale Enterprises in Harare



Filesize: 5.29 MB

### **Reviews**




*Comprehensive information! Its this sort of very good read through. This is certainly for all those who statte that there was not a worthy of studying. Your daily life period will likely be convert as soon as you total reading this publication.*  
*(Candace Kling)*

## STRATEGIC MANAGEMENT PRACTICES AND CHALLENGES. THE CASE OF SMALL AND MEDIUM SCALE ENTERPRISES IN HARARE



To save **Strategic Management Practices and Challenges. The Case of Small and Medium Scale Enterprises in Harare** PDF, you should refer to the web link under and save the ebook or have accessibility to additional information which might be related to STRATEGIC MANAGEMENT PRACTICES AND CHALLENGES. THE CASE OF SMALL AND MEDIUM SCALE ENTERPRISES IN HARARE book.

GRIN Verlag GmbH Jun 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Doctoral Thesis / Dissertation from the year 2014 in the subject Business economics - Operations Research, , course: PhD Commerce, language: English, abstract: This research was carried out with the objective of establishing the challenges faced by small and medium scale entrepreneurs in their efforts to adopt strategic management in their value chains. A review of relevant literature revealed that strategic management is a very important approach that all businesses need, no matter their size, in order to enhance effectiveness. It is known to support professionalism, profitability and sustainable value addition when applied according to best practice. Quantitative and qualitative approaches to data gathering were applied to enable the researcher to establish a richer picture of the exact situation on the ground. Quantitative data were collected from a sample of 292 respondents while qualitative data were obtained from a sample of 127 key informants and stakeholders. Drawing inspiration from the survival strategies of the chameleon, the researcher postulated the Chameleon Survival Strategy Model for small and medium-scale enterprises. The model was then used as a benchmark in the analysis of quantitative data, which were treated using the statistical package for the social sciences (SPSS) and qualitative data, which were content analysed. The chameleon survival strategy was used as the standard to assess the extent to which small and medium scale enterprises were compliant with the fundamentals of strategic management as exhibited by the chameleon in its environment. The key findings were that SMEs failed the Chameleon Survival Strategy Model test, based on the overall value of the model's index obtained after data analysis. It was observed that SMEs did not practice strategic management and were therefore not consistent with the chameleon survival strategies, outlined in the model's seven attributes....

-  [Read Strategic Management Practices and Challenges. The Case of Small and Medium Scale Enterprises in Harare Online](#)
-  [Download PDF Strategic Management Practices and Challenges. The Case of Small and Medium Scale Enterprises in Harare](#)
-  [Download ePUB Strategic Management Practices and Challenges. The Case of Small and Medium Scale Enterprises in Harare](#)

## Other Kindle Books



**[PDF] Complete Early Childhood Behavior Management Guide, Grades Preschool-4**

Follow the hyperlink under to download and read "Complete Early Childhood Behavior Management Guide, Grades Preschool-4" PDF document.

[Read PDF »](#)



**[PDF] Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)**

Follow the hyperlink under to download and read "Art appreciation (travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book)(Chinese Edition)" PDF document.

[Read PDF »](#)



**[PDF] Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Follow the hyperlink under to download and read "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications ." PDF document.

[Read PDF »](#)



**[PDF] Born Fearless: From Kids' Home to SAS to Pirate Hunter - My Life as a Shadow Warrior**

Follow the hyperlink under to download and read "Born Fearless: From Kids' Home to SAS to Pirate Hunter - My Life as a Shadow Warrior" PDF document.

[Read PDF »](#)



**[PDF] Shadows Bright as Glass: The Remarkable Story of One Man's Journey from Brain Trauma to Artistic Triumph**

Follow the hyperlink under to download and read "Shadows Bright as Glass: The Remarkable Story of One Man's Journey from Brain Trauma to Artistic Triumph" PDF document.

[Read PDF »](#)



**[PDF] Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade**

Follow the hyperlink under to download and read "Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade" PDF document.

[Read PDF »](#)



**[PDF] Now and Then: From Coney Island to Here**

Access the hyperlink under to download "Now and Then: From Coney Island to Here" PDF file.

[Save Document »](#)



**[PDF] Swimming Lessons: and Other Stories from Firozsha Baag**

Access the hyperlink under to download "Swimming Lessons: and Other Stories from Firozsha Baag" PDF file.

[Save Document »](#)



**[PDF] Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback**

Access the hyperlink under to download "Baby Must Haves The Essential Guide to Everything from Cribs to Bibs 2007 Paperback" PDF file.

[Save Document »](#)



**[PDF] Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)**

Access the hyperlink under to download "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)" PDF file.

[Save Document »](#)



**[PDF] Hope for Autism: 10 Practical Solutions to Everyday Challenges**

Access the hyperlink under to download "Hope for Autism: 10 Practical Solutions to Everyday Challenges" PDF file.

[Save Document »](#)



**[PDF] Kid Toc: Where Learning from Kids Is Fun!**

Access the hyperlink under to download "Kid Toc: Where Learning from Kids Is Fun!" PDF file.

[Save Document »](#)