



The Effect of Business Strategy on Organizational Performance of Small-Medium Scale Enterprises in the Manufacturing Sector of Ghana

John Parker Yanney, Kofi Annan Dennis, Godwin K. Awuah

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Scientific Essay from the year 2014 in the subject Business economics - Accounting and Taxes, Atlantic International University (Faculty of Business and Economics), course: Business Management, language: English, abstract: This study examined the impact of business strategy on the organizational performance of Small-Medium Scale Enterprises (SMEs) in the manufacturing sector of Ghana. Whereas some SMEs are aware of the extent to which strategy can impact on their businesses, not much has been studied to identify the specific strategies which can be used to improve the performance of the SMEs. The study made use of questionnaires which were administered to 100 respondents who were randomly drawn from 10 SMEs. The performance indices were derived from a time series data from 2008 to 2013 on sales, profits before tax and labour size. Regression and analysis of variance (ANOVA) were run to examine the relationship between strategy and organizational performance. It was found that, business strategy statistically and significantly impacted on organizational. Again, cost leadership significantly influenced organizational behaviour but differentiation and focus strategies did not. The study recommends that the SMEs should strategic enough and also take advantage of cost leadership to enhance growth and induce greater organizational performance.

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