



MANAGERIAL COMPETENCIES, BUSINESS STRATEGY AND FIRM SUCCESS IN UGANDA A CASE OF SUPERMARKETS IN KAMPALA

ABSTRACT

The purpose of this study was to establish the relationship between managerial competencies and business strategy on the success of supermarkets in Kampala, Uganda. The study evaluates the impact of managerial competencies and business strategy on the success of supermarkets in Kampala. A total of 136 out of 195 employees from the supermarkets responded to adapted questionnaire that measured two independent variables (managerial competencies and business strategy) and firm success. A cross sectional design was adopted which involved descriptive, correlation and regression approaches. The data collected was coded and analyzed with the help of Statistical Package for Social Sciences (SPSS); reliability test using Cronbach alpha was above 0.7 implying that the data used was reliable for further analysis.

The results reflected a positive and statistically significant relationship between the independent and dependent variables. This study recommends that the managers of supermarkets should possess the required competencies to do their work in order to create and sustain superior supermarket performance