

**AN ANALYSIS OF THE STRATEGIC FACTORS THAT IMPEDE GROWTH OF
INSTITUTIONS OF HIGHER LEARNING IN NYAHURURU
SUB-COUNTY, LAIKIPIA COUNTY, KENYA**

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ABSTRACT

Institutions of higher learning help to serve as a model environment for the practice of good governance, conflict resolution and respect for human rights and thus enabling economic growth of any nation, any county or any region. This is the reason as to why their presence and growth is of importance for any economic growth to be realized. However, in Nyahururu Sub County such Institutions begin but most never grow, other portray negative growth rate and other are extinct. This trend has not been explained. This research therefore sought to analyze the strategic factors that impede the growth of these Institutions in Nyahururu Sub County. The specific objectives included determination whether Product differentiation, competition and marketing strategy impede growth of these institutions of higher learning in Nyahururu Sub County. This research was based on “Institutional Theory” which considers the processes by which structures, including schemas, rules, norms and routines. The Institutional theorists assert that the institutional environment can strongly influence the development and growth of formal structures in an organization. The study design was survey method where the entire target population was sampled. The Target population was 76, who included Senior Management and Administrative Staff of Six Institutions of Higher learning in Nyahururu Sub County registered by the Ministry of Education, Science and Technology and offering diplomas and above. A census was the applied to all the 76 respondents. The researcher used both the primary and secondary data. Primary data was collected using questionnaires while secondary data was obtained from Institutions annual reports, documents analysis and Institutions Magazines. Data analysis was done using Multiple regression analysis methods for inference which was used to analysis the relationship that exists between the variables. The study revealed institutions were able to use product differentiation comfortably in all areas under study while competition was found to be the highest impeding factor. The study recommends further study on a comparative survey of factors that influence learners’ choice of different institution of higher learning institutions: a research into alternative courses in different institutions and their role on competition and growth of institutions and the role of alternate markets on growth of institutions of higher learning. Institutions Management could benefit from the finding more especially in informed strategic decisions for Institutional growth. The finding would also be of great help to scholars and scientific researchers interested on the subject under study.