

# **The Role Of Strategy Implementation Stratagem As Response To Organizational, Strategic, And Environmental Importance**

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## **Abstract**

The role of strategy is admirable in all sort of organizations, but mostly required and demanded to be implemented in business organizations. Businesses do not exist in atomicity; they are just present as single element of congested condition such as political, economic and challenging environment. Strategy is a complete plan to accomplish all its goals in these challenging environment, through strategy we can define how a firm can accomplish its long term achievement. The implementation of strategy involves the firms of the organization and motivates the staff members and uses the resources to achieve all the tangible goals, performances such as efficiency and effectiveness is the measurement of the standard organization and environmental responsibility that includes cycle time, productions, wastage decrement and regulatory complains. The main objective of this study is to appraise the association between the role of strategy implementation and environmental importance of Haire Company in Pakistan. The study was based on the methodology of questionnaire. The questionnaire was composed of different questions, all the questions were related to Haire Company, all the members of the company were being involved and a comprehensive result was calculated to illustrate the position of the Haire Company in different regions of the country, both types of data was collected primary and seconded for the objective of this study and was analyzed by using descriptive statistics. It is clearly stated according to the research that an organization uses the concept of strategy and its implementation has a direct influence on the customers and its marketing scope. Having said that, the role of strategy also increases the scale of profitability. the Haire Company had extended its selling points as the implement the idea of environmental importance, we all know environment has a direct connection the human beings, and mostly the environment is being populated by the factories while they are design their products, but despite that Haire company had and having the great idea to keep the environment as clean as possible and generate as much productions as possible without involving the environment. business environment is concerned with suppliers, consumers groups, media, government, market condition and many other factors. The research also

elaborated that strategy implementation has huge impact on the growth of the company, as it increases the growth up to a great extend.

## Introduction

The term strategy implementation can be defined as “a systematic step by step process to achieve all the desirable goals” (Mandry, 2004). In other words strategy can be defined as the equality choices and actions among external environment of the organizational and internal capability (Mury, 2002). Strategy can be considered as position, plane, play, pattern and viewpoint. Organizational strategy is the back bone of every industry, according to the this study we had compared the past performances of the organization with current activities a huge distinguish was calculated which means before having no idea of organizational v , the organization was running badly and expected to clash in the future, but the idea and methodology of strategic planning got place the company had moved to the right direction and had increased the selling volume as well as system starts smooth running. Planning and management are the key points of businesses organizations. The challenge of a modern business and sharp changes in global economy requires high speedy productivities and strongest flexibility for the organization. In order to successfully achieve all the goals organization needs to change their structure strategically (Belly, 2009). Organization structure for the business execution can be consider as the strategy of the organization, with the rapid changes in technology and strongest competitions in the marketplace the such price, demands, productivity the company must have review their business strategy. Organizational strategy is a design of activities and the allocations of resources to accomplish the objective of the organization. the strategy of the organization should be implemented in the direction

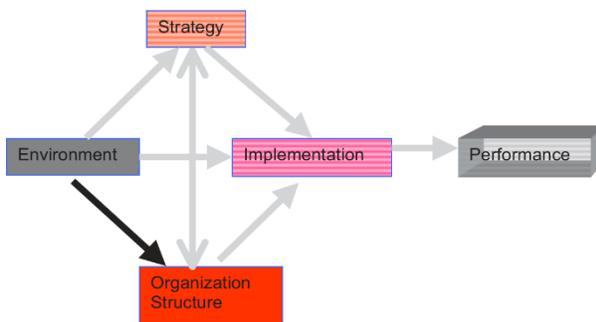
towards constructing potency in such areas that satisfy the needs and wants of the customers and other key elements in the organizational internal environment, this is why it is a comprehensive plan modern which shows how hwo the business organizations will accomplish its objectives, missions and will increase its competitive benefits and decreases competitive disadvantages.ther4e are different types of strategies (Nery, 2002). Corporate level strategy, this level strategy has a relation with overall benefits of an organization, how the worth will be included to distinguish parts of organization. This may add up the problems such as geographical coverage, verities of products of the business parts, and through what the resources will be allocated among the different parts of organization. Business environment is concerned with suppliers, consumers groups, media, government, market condition and many other factors.

### 1. The role of Strategy implementation in Haire Company

Strategy is the main bone of any organization and is an essential management tool; it is the multi directions concept. It is the balance among the organizational skills and resources and the environmental occasion similarly the danger it faces and the benefits it wants to achieve (Jery, 1993). Strategy provides the directions and guidelines which can be implemented in the organization; strategy played a vital role in the Haire Company, as the company had brought enormous positive changes as for as the research is concerned, thus strategic decisions empower the organizational response to the environmental. It is extraordinary importance for the organization to firm for strategic decisions and

find strategy in terms of its functionality to the surrounding. The main objective of strategy is to give directions indication to the company which allows it to accomplish its benefits while replying to the opportunities and concerned threats in the environment (Bely, 2007). Strategy is a combined and interlinked plan which associates to the strategic benefits of the firms to confront of the surrounding and that is shaped to secure that the basic objectives of the enterprise are achieved through proper execution by the organization. Following is the diagram which explains what strategy can bring in the organizations.

**Figure 1: strategy implementation**



## 2. How Environment affects strategy

We have studied about that how organizations apply strategy to combine their activities and functions, strategy can also be used to combine firms along with its exterior environment, and this means that the design of the firm must be adjusted to the external environment. The cause which can be calculated is that environment does change continuously and the firms have less and poor power against the changes in environments. Structure and strategy must be reliable to be adopted to make changes in the environment. To estimate the exact strategic reply to changes in surrounding, the leaders and mangers of the company should be aware

about the impacts of these changes. There are four elements that explains the nature of changes in the environment such as resource scarcity, uncertainty, stability and complexity (Hely, 2008)

### Stability

Stability means the speed at which the changes are occurring, in stable atmosphere changes are normally slow, the managers have enough time to adjust and reply to the changes in intentional behavior (Bnrdry, 2005). The Haire company is relatively is a stable company. Today business environment is normally very dynamic. Technology, laws and regulations and customers tastes and international situations are changing quite dramatically and rapidly, slowness and poor response to changes resulting the huge lost and demise the company.

### Complexity

Complexity can be defined as the amount of components in the organizations atmosphere and their connectivity, in a very congested environments there are a lot of variables which can disturb the company. The variable is tough to modify and determine and are also associated in such manner which is difficult to be understood.

### Resource scarcity

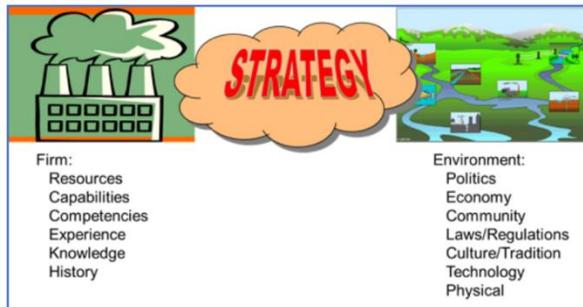
This means when a company is having the shortage of resources and the demand is high in such cases the company fails to achieve all the desirable goals in such conditions. It is a good practice to have the advance strategy according to the demands of customers.

### Uncertainty

Resources scarcity, instability, complexity all show the way to uncertainty. Uncertainty means how to judge and predict the future of

the organization and its business position in the future

**Figure 2: environment affects strategy**



### 3. Challenges in strategy implementation

All the organizations have a well known challenge when they are implementing a novel strategic proposal, how to supervise the changes lucratively that will happen as new proposal is deployed. Some the researchers had noticed that organizations had failed to deploy up 80% percent of their strategic proposals (Very, 2007). The researcher (Mondry) had explained that now problem how effectively the company had implemented the strategy, it might not be successfully if the strategies are not been implemented accurately. Haison (1996) also described that the more unproductive the top level leaders decisions, the most unproductive choices are made at the low level of management , similarly, if the top level leaders decisions are made successful, it will directly influence towards the other parts of the organization. The strategy implementation might be more complex then what we think about a great strategy. Penury (1989) explicated that the real value of a decision surfaced only after the implementation of a decision. In other words, it will not be sufficient to select a high-quality decision and effectual results will not be accomplished unless the decision is sufficiently not put into operation. The study figured out there were many problems while

implementing strategy such as many congested priorities, poor top level team functionality, misery type of communication, top down management design, inner function disagreements. Many of the organizations are trying to implement new organizational capabilities but are failed to get rid of these organizational difficulties, such as coordination, commitment and competence. There were so many issues to speculate commitment, emotion, time and energy required to transform plans in to actions.

### 4. Performances under organizational strategies

An organizational performance is the process by which the measurement of the organization can be prescribed, it also explains how effectively and efficiently the processes are done. It also includes such as productivity, cycle time, and regulatory complains. Performance means how the request is handled and what sort of steps were involved to complete a result successfully using the ideas and concepts rather than just processing. It is the tangible result of all the organizations processes and strategies (Alery, 2008). Each and every organization has some rules and regulations to help and implement the performances strategy and roll up day to day issues.

The efficiency of these systems orders all the performance of the organization these procedures are generally firmly followed and are designed to accomplish utmost performance. Conventionally organizations have been following a bureaucratic-style process model where the majority of the decisions are taken at the higher administration level. Increasingly, organizations are simplifying and modernizing their process by innovation and use of new

technology to make the decision-making process faster to enhance and accelerate decision making process for healthier organizational performance. Particular prominence is on the consumers with the objective to make the processes that involve consumers as user friendly as possible (Moray, 2007).

## 2. Methodology

The main purpose of this research was to implement strategy in Haire Company, and association between strategy implementation and performances of the company. Study had clearly imposed that strategy implementation has extreme impact on the business of the company as compared to the past performances of the company. The study also describes that strategy implementation does promote cooperate images, business excellence and operations management. The research is evaluative in nature as it tries to set up the hypothetical association among strategy implementation and its importance on environment directly as well as through customers. The survey was carried out by using the methodology of questionnaires; the questionnaires were composed of different questions such as strategy implementation, customer's satisfaction, employee's satisfaction organizational strategy and business performances. The questionnaires were correctly distributed between 10 January 2020 to 17 July 2021, and the main purpose of the survey was to statistically find out the companies who are involving in the supply chain or manufacturing of Haire Company in Pakistan, mainly for the reason which is significant to share of Haire companies in the GDP of Pakistan. The necessity of the survey and investigation was the facts as Haire companies are generating a big amount of profitability to the treasury of Pakistan. The

questionnaires were sent to all the companies and enterprises of Haire Company manufacturing in Pakistan. The questions were sent to the managers, supervisors, employees, and customers. The total questionnaires were sent to 300 enterprises located Pakistan, 85 enterprises are located in the province of Khyber Pakhtunkhwa, 84 in Punjab, 81 in Baluchistan and 50 in Sindh. The data was collected from different respondents, over all the result was calculated by using the software SPSS. The manual process was banned and the data was analyzed by using SPSS, total 205 questionnaires were replied out of 300, total 100 managers were engaged in this survey 80 employees were used and 86 customers were involved in this survey, to calculate the exact figure of the organizations the percentage was 90% of overall questions asked and returned.

### Participants and procedure

Before the real questions to be sent to the respondents, we had arranged a free online survey by using the social media (face book), the main objective of this survey was to see the reactions of the respondents and make more modifications to the real questions sheet. In this free structure survey we had invited all the related and concerned members of the Haire company such as managers, senior supervisors, after this authentic shape of research as designed to achieve the exact and accurate data from the members we had used the concept of questionnaire and the question were sent to all enterprises across the country. Eventually all the returned data was professionally compiled and a trusted result was published.

Their exact answers were compiled and statistical figures are being shown in the table as below.

S. No	Questions	Yes	No	Neutral
1	Is strategic implementation required for Haire Company?	66%	33%	1%
2	Are you aware of strategy implementation?	60%	25%	15%
3	Do you willing to use strategy implementation features in Haire manufacturing company?	70%	20%	10%
4	Is organizational strategic importance?	65%	35%	0%
5	Is it possible to compile a product which is not harmful to the environment?	72%	7%	21%
6	Are you willing to purchase from Haire company?	50%	50%	0%
7	Have you read about strategy implementation?	30%	30%	40%
8	Does Haire company provide consumers satisfaction?	70%	30%	20%

### 3. Result

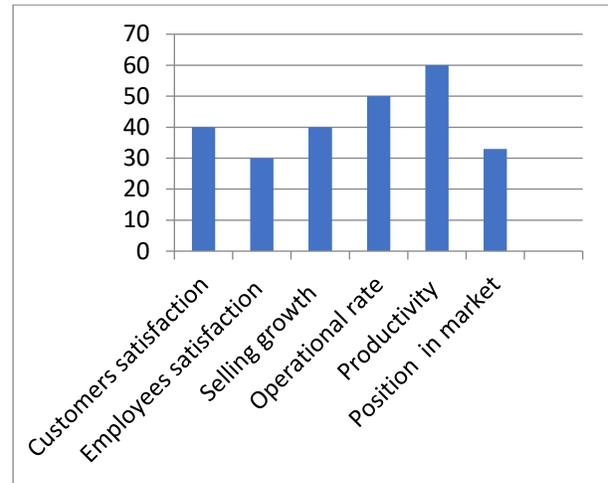
The study required to search and find out the role of strategy implementation and its results on the company productively, according to the research the company operations will be systemically run when it has the ideology of strategy. The result had also found out that organizations are being failed and holding up the difficulties stages where there no strategy implementation. The data has been analyzed in cooperation with subjective and objective ways, the sales growth was also compared with the past data, and result was produced. The organization had improved as far as the research is concerned, when the company of Haire had adopted the methodology of strategy implementation and implement the structure for organizational strategic as well as brought the sophisticated types of strategies which has direct impact upon the customers and consumers, according to the study the

organization had caught a top position in the marketplace, accurate and enough data was collected and after the collection of data we had analyzed and categorized the data according to its future usages, we had also proposed a new methodology for the company to use it in the future . After the successful survey now we are at the stage to produce the result, overall result was touching the edge of satisfaction and was manipulated accurately. The dimensions of Haire companies are shown statistically, the question of strategy implementation was appreciated and return was 66%, many of the enterprises were willing to implement the strategy implementation in their enterprises and should reduce the cost of their goods, similarly the question two was also merely acceptable and the consumers were almost aware of the strategy implementation and the return was 60% and similarly question three features of strategy

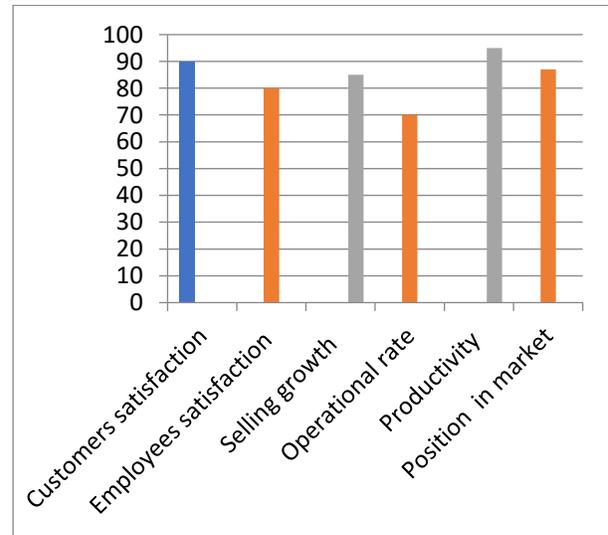
implementation was also good, many of the managers and company owners were agreed and satisfied with the rules and regulation of strategy implementation and the reply to the question was 70% and question four was also determined with good aspects and returned with 65%.similarly the rest of the questions were also compiled and its result was calculated. The total assessment of the financial presentation reflected that sales growth, market share and productivity have increased in contrast to the previous year. For operational performance, firms provide excellence services to their customers through these benefits like improvement in productivity, enhancement in sales, market share growth, reduction in customer complaints and ultimately the business growth. The managers are trying to enhance the level of performances and promote the quality of goods, which has resulted in diminution of customer’s complaints .The employee performance is reflected in the course of level of satisfaction, non-attendance, employee revenue, participation and effectiveness level. Managers were revealed that the employees are satisfied with the organization which helps to decrease the employee turnover. Analysis of Employee Satisfaction Employee satisfaction is the expression that is used to explain whether employees are joyful and contented and fulfilling their desires and needs at work. All the questions were compiled by using the software SPSS and its machine base result is being generated. The study fulfilled that strategy accomplishment persuades organization performance where organizations utilize diverse procedures such as predictable performance of competitors, organization objectives, past performance of the business and anticipated performances of organizations

in other industries to admittance their performances.

The below is the diagram which shows when the (Haire) company had not implemented the ideology of strategic implementation



The below is the diagram which shows when the Haire company had implemented the ideology of strategic implementation.



#### 4. Conclusion

The final result of the study shows that strategy implementation and the overall performances of the Haire company, the study also sum up that strategy implementation has a influence on the financial aspects of the

company, similarly the organization financial performances have been also improved positively to a quality extent and resulting to maximize the organization profitability, business turnaround and scale of sales. On consumers contentment the study terminated that strategy implementation had influence on consumers satisfaction and improved the quality of services and also enhance products empower the reiterated products and purchases and optimistic response from the consumers to a quality extension. The employee's performances extremely enhanced with the implementation of strategy in an organization, likewise employees pay has also been increased as the quality of productivity is being increased. The study also described due to strategy implementation the organization growth was directly increased from the very low stage a peak, and had got supreme position in the marketplace. Due to strategic ideas, and concept organization had begun unique type of designing. A company will never be die if it is based on the strategy and planning, However based upon our results we may also apply some administrative implications. Organizational strategy is comprehended as enough generation of information, disseminations of information and responsiveness to achieve information. These three commotions are only related with the information about consumers, competition and market. Based on the outcomes of researches, managers must target on the stated fields. The idea of implementing this idea into practice of the industries it to setup the consumers into the center of companies attentions and also grantee the satisfaction of its consumers. The effects of research should modify hypothesis regarding linking among strategy implementation of business organizations and its achievements on the market through selected business performance

indicators, we supposed that business with extreme high level will occupy strategy implementation with great exhibition ,this indicates higher financial ,economic and great marketing results. By completely understating the problems of strategy implementation gives manger small, understand-intensive firms with a best gaining of the nature and means of strategy implementation in their organizations and might support them in generating more strategy implementation with high technology. We had also shown the origination past performances and the present activities which had huge difference and the distinguishing was due to strategy implementation.

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