

ABSTRACT

This research work, accessing the Effect of Strategic Environmental Analysis on Organizational Performance (A case Study Of Seven Up Bottling Company, Aba, Abia State), the study covers five chapters, Chapter one introduces the subject matter and spells out the significance of the study. Chapter two make criteria review of the current literature on the subject matter. The third chapter presents the methods of data collections, chapter four shows the presentations and the analysis of the data collected from the respondents. The fifth chapter shows the summary, recommendation and conclusion. The population for this study covers three hundred staff of Cocacola, the researcher randomly selects thirty staff as his sample size. The hypothesis formulated of his study includes: H_0 : Environmental Analysis which has to do with the effective Environmental Analysis which include Production Planning and control do not enhance organizational productivity. H_1 : Environmental Analysis which has to do with the effective Environmental Analysis which include Production Planning and control enhance organizational productivity. Data collected were presented and analyzed in a tabular form using percentage. It was further tested with the use of chi-square and hypothesis was confirmed.

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CHAPTER ONE

1.1 BACKGROUND OF THE STUDY

Environmental Analysis which include Production Planning and control are terms that though commonly used have witness a lot of changes both in meaning and scope in the past four years, for example, based on the extended view of production to include the tradition of all of production services both as discipline of study and as a profession can now be practiced in all kind of organization. As in other field of management, planning and control forms the primary function of the production management. It is for this reason that this research has decided to take a critical look at production, planning and control as practiced in beverage industrial sector of the Nigeria economy. This is informed by the variety of major product and beverage produce in industry as exemplified by Nigerian Bottling Company (NBC) Abia.

Buffa(2002) defined production as the process by which goods and services are created. Production can be regarded as the central focus of any manufacturing concern. It is that stage where the real action takes place i.e. the transformation of raw materials (input) into finished products (output). The planning and control operation are necessary because in every manufacturing unit there are people, machine and materials. There is the need to plan all expensive resources required for production in order to make effective use of them and maximize profit making for the organization.

PERFORMANCE (A CASE STUDY OF SEVEN UP BOTTLING COMPANY, ABA, ABIA STATE)

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