



The Impact of Strategic Planning Activities on The Performance of Organizations in The Food and Beverage Sector in The Saudi Arabia.

أثر أنشطة التخطيط الاستراتيجي على أداء المنظمات في قطاع الأغذية والمشروبات في المملكة العربية السعودية.

Research Proposal

Business of College Administration

Master of Project Management

2023/Second Semester

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1. The Impact of Strategic Planning Activities on The Performance of Organizations in The Food and Beverage Sector in The Saudi Arabia:

- **First Variable:** Strategic Planning Activities (Independent) Impact
- **Second Variable:** Organizations Performance (Dependent) Affected

2. Introduction:

- Strategic planning plays a vital role in shaping the success and performance of organizations across various industries. Within the Saudi Arabian food and beverage sector, which is a crucial contributor to the country's economy, understanding the impact of strategic planning activities on organizational performance is significantly importance in 2030 vision. This research proposal aims to investigate and evaluate the effects of strategic planning activities on the performance of companies operating in the food and beverage sector in Saudi Arabia.

3. Research Problems:

3.1. Descriptive Statistics:

- * What is the concept of strategic planning activities?
- * What are the obstacles for strategic planning activities on organizations performance for Food and Beverage Sector in The Saudi Arabia?
- * What are the tools for strategic planning Activities on organizations performance in the Food and Beverage Sector in the Saudi Arabia?
- * What are the methods of using strategic planning activities tools on organizations performance in the Food and Beverage Sector in The Saudi Arabia?

3.2. Analytical Statistics:

- * What is the impact of strategic planning activities on organizations performance in (Turnover, Productivity, Job satisfaction) in the Food and Beverage Sector in The Saudi Arabia?

3.3. Sub Questions:

- * What is the impact of strategic planning activities on organizations performance in (Turnover) in the Food and Beverage Sector in The Saudi Arabia?
- * What is the impact of strategic planning activities on organizations performance in (Productivity) in the Food and Beverage Sector in The Saudi Arabia?
- * What is the impact of strategic planning activities on organizations performance in (Job satisfaction) in the Food and Beverage Sector in The Saudi Arabia?

4. The Objectives of the Research:

- The main purpose of this research is to evaluate the impact of strategic planning activates on organizational performance in (Turnover, Productivity, Job satisfaction) in the Food & Beverages sector in Saudi Arabia, to achieve this objective, the following objectives taken up under consideration:
 - 1) To study the concept of strategic planning activities.
 - 2) To identify the obstacles for strategic planning activities on organizations performance in the Food and Beverage Sector in the Saudi Arabia.

- 3) To identify the tools for strategic planning activities on organizations performance in the Food and Beverage Sector in The Saudi Arabia.
- 4) To detect of the methods of using strategic planning activities tools on organizations performance in the Food and Beverage Sector in The Saudi Arabia.
- 5) To detect the impact of strategic planning activities on organizations performance in (Turnover) in the Food and Beverage Sector in The Saudi Arabia.
- 6) To detect the impact of strategic planning activities on organizations performance in (Productivity) in the Food and Beverage Sector in The Saudi Arabia.
- 7) To detect the impact of strategic planning activities on organizations performance in (Job satisfaction) in the Food and Beverage Sector in The Saudi Arabia.

5. Study Questions:

- A. What strategic planning activities are commonly implemented within the food and beverage sector in the Saudi Arabia?
- B. b) How do strategic planning activities influence the performance of organizations within Food and Beverage sector in Saudi Arabia?
- C. c) What are the critical success factors that emerge from effective strategic planning within the Food and Beverage sector in Saudi Arabia?
- D. d) What are the main challenges faced by organizations in implementing strategic planning within the Food and Beverage sector in Saudi Arabia?

6. Previous studies and theoretical framework:

7. Theoretical premises of the study:

8. Research Hypothesis:

- To achieve the objectives designed for this study, the following research hypotheses:

8.1. Main Hypothesis:

- * There is no statistically significant effect for the impact of strategic planning activities on organizations performance in (Turnover, Productivity, Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Mission statement and organization performance in (Turnover, Productivity, Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Internal & external analysis and organization performance in (Turnover, Productivity, Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategic implementation and a significant positive relationship with organization performance in (Turnover, Productivity, Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategy Control and evaluation and organization performance in (Turnover, Productivity, Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.

8.2. Sub Hypothesis:

- * There is no statistically significant effect for the impact of strategic planning activities in (Turnover) as one of the organizations performance dimensions in the Food and Beverage Sector in The Saudi Arabia.
- * There is no statistically significant effect for the impact of strategic planning activities in (Productivity) as one of the organizations performance dimensions in the Food and Beverage Sector in The Saudi Arabia.
- * There is no statistically significant effect for the impact of strategic planning activities in (Job satisfaction) as one of the organizations performance dimensions in the Food and Beverage Sector in The Saudi Arabia.
- * A significant positive relationship exists between Mission statement and organization performance in (Turnover) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Mission statement and organization performance in (Productivity) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Mission statement and organization performance in (Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Internal & external analysis and organization performance in (Turnover) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Internal & external analysis and organization performance in (Productivity) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Internal & external analysis and organization performance in (Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategic implementation and a significant positive relationship with organization performance in (Turnover) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategic implementation and a significant positive relationship with organization performance in (Productivity) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategic implementation and a significant positive relationship with organization performance in (Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategy Control and evaluation and organization performance in (Turnover) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategy Control and evaluation and organization performance in (Productivity) in the Food and Beverage Sector in the Saudi Arabia.
- * A significant positive relationship exists between Strategy Control and evaluation and organization performance in (Job satisfaction) in the Food and Beverage Sector in the Saudi Arabia.

9. Literature Review:

- 9.1. Strategic Planning:
- 9.2. Organization's Mission:
 - 9.2.1. Strategic Implementation:
 - 9.2.2. Internal and External Analysis:
 - 9.2.3. Strategy Evaluation and Control:
- 9.3. Organizational Performance:

10. Research Methodology:

- To achieve the research objective and answer the research questions, a mixed methods approach will be employed. The study will consist of both qualitative and quantitative data collection and analysis. Primary data will be gathered through in-depth interviews with key stakeholders, including top-level executives, managers, and employees within food and beverage companies in Saudi Arabia. Additionally, a survey questionnaire will be distributed to a larger sample of organizations in the Food & Beverage sector. Secondary data, such as industry reports, articles, and academic literature, will also be utilized to augment the findings.

10.1. Respondent Profile:

10.2. Hypothesis Test:

11. Research Structure:

- 11.1. Research Model:
- 11.2. Sample:
- 11.3. Data Source:
- 11.4. Research Philosophy and Methods:
- 11.5. Reliability and Validity:

12. Research limits:

13. Timeline:

14. Initial reference list: