

THE INFLUENCE OF STRATEGIC PLANNING ON THE PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES (SMEs) IN JIGAWA STATE

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Abstract

*This study examined the influence of strategic planning on the performance of Small and Medium-sized Enterprises (SMEs) in Jigawa State, Nigeria. Amidst the challenging economic landscape, strategic planning is a pivotal tool for SMEs to navigate uncertainties and enhance competitiveness. This study adopted the **Resource-Based View (RBV) Theory**. Through a cross-sectional survey design involving 479 SME owners and managers, the research quantitatively assessed the relationship between strategic planning and various performance metrics such as decision-making, issue identification, client satisfaction, and market recognition. The findings highlight a significant positive impact of strategic planning on SME performance, with strategic planning accounting for a notable variance in success rates among participating SMEs. The study reinforces the importance of strategic planning in fostering SME growth and sustainability, providing empirical evidence that supports the integration of strategic planning processes within the operational frameworks of SMEs in developing economies. Recommendations focus on enhancing strategic planning education, government support, capacity building, and policy reforms to facilitate the strategic planning process for SMEs. This research contributes to the broader discourse on SME development, offering insights into the strategic behaviours that underpin successful enterprises in challenging economic contexts.*

Keywords: SMEs, Strategic planning, SME Performance, Operational framework.