



Secrets to Competitiveness and Growth

By Machira Mwangi

LAP LAMBERT Academic Publishing. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 8.7in. x 5.9in. x 0.2in. Since the first bank started in Kenya in the late 19th century, the banking sector, has been the most competitive business wise. With many bank trying to outdo each other to get customers although over 70 of the bankable are yet to embrace banking services. Equity bank started its operation just twenty(20) year ago have taken the established bank by surprise through its competitive capabilities that have enabled it to grow from a small micro finance institution to the biggest bank with a market share of 70 of the bank population and still expanding. The book looks at factors that have led to this success. These are business linkages, technology adaptation, pricing of products, flexibility of decision making, branch network, managerial skill, social responsibilities, employees experience and motivation, skill and core values. It targets managers of both established, small and medium firms as well as start-up business targeting growth for a very short period and those with a goal of creating a competitive advantage in their market segment and niche. It should be used as a...



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