

Project Title: A study of obstacles to implementation of strategic decisions in Hanoi based enterprises

Code number: KT. 10. 04

Coordinator: University of Economics and Business - VNU

Implementing Institution: Faculty of Business Administration

Duration: from 9/2010 to 6/2011

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1. Objectives:

The purpose of this research is to identify the obstacles to implementation of strategic decisions in Hanoi based enterprises focusing on two groups: manufacturing enterprises and trading and service enterprises in order to verify theoretical issues and make comparison between the two groups. Moreover, this research also aims at comparing the influence of those obstacles on high successful enterprises versus low successful enterprises during the implementation phase. Based on the research results, some recommendations will be raised for reference of the companies.

2. Main contents:

- The research clarifies the nature of implementation phase of strategic decisions, some main activities in that phase and frequent obstacles to implementation of strategic decisions.

- Based on the field survey executed in Hanoi based enterprises, the research figures out the influence of the frequent obstacles to implementation of strategic decisions in the two groups of enterprise: manufacturing groups vs. trading and service group. Moreover, the research also compares the influence of those obstacles between high successful enterprises and low successful enterprises.

- Based on the findings of this research, some recommendations were raised for those companies to refer during the implementation phase such as:

- + Making a list of anticipated problems in the implementation phase and estimating the probability of those problems

- + Applying Gantt chart in the implementation phase

- + Establishing the cross functional team to implement the strategic decisions

- + Planning the budget allocation in the strategic plan

- + Training staff to improve their knowledge and skills

- + Communicating the strategic plan

3. Results obtained: 01 scientific report, 01 case study for the course Strategic Management