



# **Strategic planning and performance of petroleum companies in Uganda; a case of HASS petroleum Uganda limited**

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**Keywords:** *Strategic Planning, Performance, Petroleum*

## **Introduction**

The study was about strategic planning and performance of petroleum companies in Uganda: a case of HASS Petroleum Uganda Limited.

## **Study objectives**

1. To examine how strategic planning influences Hass petroleum Uganda limited direction,
2. to assess how strategic planning ensures Hass petroleum Uganda limited's commitment to long term survived and growth,
3. to assess how strategic planning maintains Hass petroleum Uganda limited's identity and distinctive abilities.

## **Methodology**

The study utilized a case study research design that involved both quantitative and qualitative methods of data collection. Data were collected using self-administered questionnaires and interviews from 80 respondents.

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### **Key findings**

The study found out that strategic planning explained 87.6% to variance in strategic direction. Strategic planning also explained 81% of the variance in long-term survival and growth. And strategic planning explained 96.4% of the variance in identity and distinctive capabilities of Hass Petroleum Uganda.

### **Key recommendations**

The study recommended that Hass Petroleum should continue practising formal strategic planning for enhanced effectiveness and efficiency as well as improved organizational performance.

### **Key references**

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