



## **AN EXAMINATION OF THE STRATEGIES ADOPTED BY NILE BREWERIES LIMITED TO ENHANCE SUSTAINABLE COMPETITIVENESS**

### **ABSTRACT**

This study examined the sustainable competitiveness strategies within Nile Breweries Limited, Luzira, Kampala. The objectives of the study were to: examine strategies adopted by Nile Breweries Limited to enhance sustainable competitiveness; challenges associated with sustainable competitiveness; and to establish recommendations or strategies for enhancing sustainable competitiveness. The study was a descriptive research approach and a cross-sectional research design. A sample of 52 employees containing top managers, middle and line managers, marketing and casual employees was obtained from a total of 60, selected by simple random sampling. Primary data was obtained using a structured questionnaire. The validity was obtained using expert judgment and reliability using Pilot testing. Data was analyzed using SPSS (v.25), and results interpreted based on descriptive statistics.

The findings found high usage of sustainable competitiveness strategies including differentiation, focus, cost leadership, employee empowerment and innovation. The study obtained that differentiation was the most applied strategy while innovation was least practiced. The major challenges of sustainable competitiveness included inability to detect customer needs, inadequate

obsolete technology and high investment costs. The study found out that technological advancement, continuous improvement, communication of strategies and training among others were key strategies for enhancing sustainable competitiveness.

The study conclusively observed that there is no supreme strategy for sustainable competitiveness. Accordingly, companies keep alternating between differentiation, focus, cost leadership, employee empowerment and innovation depending on circumstances. The study recommends: market surveys; review of employment policy; and continuous review of sustainable competitive strategies.