



Ann Wangari Kaguru  
17/04989

ASSIGNMENT ON DRIVERS OF CHANGE

# DEMOGRAPHICS

Demographic factors such as aging, rapid urbanization, and the rise of a truly global citizen create ripples of change in society

Developing countries such as Kenya is experiencing rapid population growth and faces a very different demographic challenge than advanced economies.

Developing appropriate education and training systems to prepare the youth population to the workplace is one area where more emphasis has been placed in the developing countries

# TECHNOLOGY

- ▶ New technologies are enabling workplace innovations such as remote working, co-working spaces and teleconferencing.
- ▶ In Kenya technology has been embraced enormously by so many people especially the youth.
- ▶ Emergence of Mpesa which is a mobile phone payment method has led to growth of online malls as it is easier to pay for goods online compared to before.

# INFORMATION

- ▶ Adequate and correct information from the right sources is a major driver of change.
- ▶ Timely information enables countries and companies to undertake strategic planning and come up with a plan for a particular period of time.
- ▶ In Kenya freedom of media has led to enlightening of most people in the country and thus they are able to make good decisions due to the adequate information at their disposal

# ECONOMY

- ▶ A thriving economy is a major driver of change as it attracts investors to invest in country. This leads to creation of job opportunities thus the growth of per capita income.
- ▶ This leads to improved standards of living among its citizens.
- ▶ Thriving economy and an enabling environment in Kenya has made international firms to start new branches in Kenya.

# POLITICS

- ▶ Politics, as conceptualized here, consists of all the activities of conflict, negotiation and cooperation in decisions about the use, production and distribution of resources.
- ▶ And politics has two fundamental levels. The first concerns the rules of the game, that is the procedures and processes which underpin and structure political life, which distribute power and authorise its use in particular ways. The second concerns the games within the rules, that is the 'normal' contestations over policy and power.
- ▶ In Kenya political tranquility has led to improved tourism and has created enabling environment for businesses to thrive

# GLOBALIZATION

Globalization has drawn every nation into a single economic system, and through social media, many of us are now participating in a mediated social system as well. As a result, every company's strategy must address a globalized market in which increasing numbers of people are participating in social and business communities that transcend national boundaries.

The power and impact of globalization means that it's essential for every company to understand the current and future impacts of worldwide trends on operations, to develop a globalization strategy to optimize learning opportunities through exposure to various markets around the world, and perhaps also to extend its reach to new customers. As customer communities are also global, no large company can hope operate successfully without addressing global markets.

# COMPETITION

- ▶ **Competition** is the process of winning business in a crowded market. It is a fundamental force of economics that makes things more efficient, higher quality and cheaper. Without it, economic and technological progress would slow or stop. The following are basic types of competition.
- ▶ In Kenya competition among firms has made it possible for customers to receive better value of their money in terms of goods and services.
- ▶ An example of competing firms in Kenya is Airtel and Safaricom



# ENVIRONMENT

An **economic environment** is a set of external economic conditions that impact all businesses and consumers in a market. These vary by country, region and industry over time. Generally speaking, when economic conditions are poor it is more difficult to start or grow a business.

The government should provide an enabling environment for business to grow. Some of the things that contribute to good business environment is security and good infrastructure

In Kenya enabling environment provided by government enables existing business to thrive and new ones to emerge