

## **KSS STRATEGIC PLAN OUTLINE**

**1. OVERALL OBJECTIVE: Commercialization of KSS Services.**

**2. MISSION STATEMENT: As discussed**

**3. CONTEXT: ( How it came about )**

**a. Macro-economic issues:**

- Retrenchment
- Privatization
- Shrinking public revenues.

**b. Donor funding policy**

**c. Internal (KSS) realization of large capacity and low output.**

**d. KARI support for commercialization**

**3. .PRODUCTION POTENTIAL**

**a. Skills**

**b. Products**

**c. Organizational Structure**

**d. Facilities**

**4. KEY PLANNING AND MANAGEMENT ISSUES**

**a. Staff/Jobs Realignment.**

- Staff Work Plans
- Administrative capacity
- Marketing
- Accounting

**b. Motivational Issues**

- Scheme of Service
- Medical Scheme
- Insurance
- Loan Scheme
- Staff Development and Training
- Behavioral and Quantitative Staff Evaluation

**c. Revenue Sharing Modalities**

- Reward for High Performance
- Sharing with KARI and NAL

**d. Financial Management Information**

- Budgeting Incorporating Individual Revenue Earnings
- Financial Controls
- Systematizing Costing

**e. Investment and Contracting**

- GIS
- Laboratory
- Equipment

**f. Marketing Strategies**

- Client Targeting
- Marketing Medium Analysis