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EXPLORING THE INTERSECTION OF BUSINESS MANAGEMENT STRATEGIES FOR SUSTAINABLE ORGANIZATION GROWTH: IN THE CASE OF O'CLOCK GENERAL TRADING PLC

By

LEMLEM MULUGETA

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STUDENT’S DECLARATION

I hereby declare that this thesis entitled “Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O’clock General Trading PLC ”, has been carried out by me under the guidance and supervision of Alazar Amare (PhD) To the best of my knowledge, it contains no material previously published by another person or material which has been accepted for the award of any other degree of the University, except where due acknowledgement has made in the text.

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CERTIFICATE

This is to certify that the thesis entitles "Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General Trading PLC" submitted to St. Mary's University for the award of the Degree of Master of Business Administration (MBA) and is a record research work carried out by Misses. Lemlem Mulugeta, under our guidance and supervision Therefore, I hereby declare that no part of this thesis has been submitted to any other university or institutions for the award of any degree or diploma.

Main Adviser's Name	Date	Signature
Alazar Amare/Ph.D./	____________________	____________________

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ABSTRACT

The main objective of this study was to Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General Trading PLC. The researcher used the behavioral components of Business Management the researcher was used descriptive and explanatory research design to meet the research objectives. The researcher was used purposive and stratified random sampling techniques method to get representative sample from the populations. The researcher collected data from O'clock General Trading PLC through structured questionnaire to assess employees' level of agreement regarding Sustainable Organization Growth in their respective company. A total of 175 questionnaires were distributed to collect data and out of the total 170 questionnaires were returned. The collected data was analyzed using statistical package for social science (SPSS) version 26.The descriptive statistics (mean, standard deviation) and inferential statistics (correlation and regression) were used to described demographic facts, to test hypothesis and to answer research questions. Based on the finding Coefficient of Determination 76.5% of the variation in Sustainable Organization Growth is explained by the four predictors the statistical results revealed that Business Management Strategies, represented by four key behavioral components, have a positive and significant impact on Sustainable Organizational Growth. Based on these findings, the researcher recommends that O'clock General Trading PLC should prioritize and focus on the Business Management Strategies dimension which Marketing and Sales and Human Resource Management, as it has the strongest influence on achieving sustainable growth for the organization. Emphasizing these strategies will be critical for ensuring the company's long-term success and competitive advantage.

Keywords; *Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies*

Acronyms

ANOVA	Analysis of Variance
BMS	Business Management Strategies
HRM	Human Resource Management
ICT	Information Communication Technology
MBA	Master’s in Business Administration
OE	Operational Efficiency
SC	Strategic management
SD	Standard Deviation
SPSS	Statistical Package for Social Study
PLC	Private Limited Company

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The assumption of Business Management Strategies is becoming the issue of all types of organization. Through Business Management Strategies the organization can determines where an organization is going over the next several years, how it's going to get there and how it'll know if it got there or not. In the competitive and economic world, many companies use Business Management Strategies as a significant structure to make the business environment more manageable (Abiola, J. and Asiweh, M., 2018)Though an organization could have affected by many external factors, no less important is the organization’s internal situation, which plays a crucial role in the financial and material resources, a lack of or poor quality can affect the status of the organization, as well as the important role played by the people working there (Allison, 2013)

Organizations across the globe are continuously seeking innovative ways to enhance efficiency, reduce operational costs, and gain a competitive edge in their industries. Strategic management enables firms to analyze their current position, anticipate market changes, and formulate responsive actions that align with their mission and vision. In particular, the adoption of effective business strategies has been linked to improved financial performance, increased customer satisfaction, stronger employee engagement, and better risk management and financial performance (Anderson, J. , 2016)

The Business Management Strategies process flows from a mission and vision statement to the selection of target markets, and the formulation of specific marketing mix and positioning objective for each product the organization will offer. Additionally, organizations consider internal strengths and how these strengths can be leveraged through strategy to achieve sustainable competitive advantage. Nowadays, most companies face some form of competition, no matter what the industry, because of deregulation and because of the globalization of many industries. Consequently, marketing strategy has become all the more important for companies to continue being profitable. (Abdulwahab, 2019)

Found that Business Management Strategies is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable advantage. Business Management Strategies includes all basic and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, evaluation and selection of market-oriented strategies and therefore contribute to the goals of the company and its marketing objectives. (Anderson, J. , 2016)

Exploring the intersection of business management strategies for sustainable organizational growth is particularly relevant in light of existing research gaps within this field. Despite the growing recognition of sustainability as a critical component of business strategy, there is still a paucity of empirical studies that comprehensively address how various management strategies can be effectively integrated to promote sustainable growth, especially in developing contexts like Ethiopia. For instance, while Hatamu (2018) and Dinberu (2016) identified issues related to strategy formulation and environmental scanning in Ethiopian banks, they did not delve deeply into how these strategies could be harmonized with sustainability principles to foster long-term organizational success. This highlights a significant gap in understanding the practical application of integrated management approaches that encompass sustainability.

O’clock General Trading PLC, with its extensive involvement in car assembly and supply, exemplifies the challenges and opportunities inherent in the Ethiopian automotive industry. The company’s success hinges on its ability to implement strategies that enhance operational efficiency, manage supply chains effectively, foster innovation, and maintain high standards of environmental sustainability. Furthermore, human resource management and marketing strategies play a vital role in ensuring employee satisfaction and expanding the customer base, respectively

This study aims to explore how O’clock General Trading PLC can leverage business management strategies to achieve sustainable organizational growth. By examining various strategic areas, including operational efficiency, supply chain management, human resources, and environmental sustainability, this research will seek to provide insights into the effective integration of these strategies.

1.2 Statement of the Problem

To achieve a set of organizational goals and objectives, companies conceptualize, design, and implement various strategies. The business management strategies comprise all the actors and forces influencing the company’s ability to transact business effectively with its target market. A company’s business management strategies are made up of both the micro and macro environment the micro environment consists of other actors close to the company that combine to form the company’s value delivery system or affect its ability to serve its customers, and the macro environment consists of large social forces that affect the entire micro environment. These forces shape opportunities and pose threats to the company. In this competitive and ever-changing environment, companies can ensure their survival and gain a competitive edge through the emphasis of using marketing strategy as means of differentiation. (Bromiley, 2019)

In fact, when you run a business, everything might not be easily accomplished business management strategies are the lifeblood of any company. Everyone knows that a business management strategy influences the Sustainable Organization Growth ability to generate profits or to stay in business the business strategy that a company employs starts with the needs of the customers that the company serves or would serve. Depending on the needs of its customers, a company’s business management strategy must deliver the appropriate mix of responsiveness and efficiency. The importance of adopting a business management strategy in the company was further explained by (Chen, 2018)where in his research on multinational manufacturers, concluded that business management strategy practices contribute greater to the profitability and performance of any organization. Therefore, organizations have to understand the concepts and the practices of business management strategy for the intention of achieving competitiveness as well as for Sustainable Organization Growth (Abiola, J. and Asiweh, M., 2018)

The company's management team believes that adopting sustainable business practices and aligning their strategies with environmental and social considerations could be the key to achieving long-term, stable growth. However, the company faces challenges in identifying the most effective business management strategies to drive sustainable organizational growth. This research seeks to investigate the intersection of business management strategies and sustainable organization growth, with a focus on the specific case of O'Clock General Trading PLC, to provide practical recommendations for the company's future development.

In the rapidly evolving and highly competitive business industry of Ethiopia, companies face significant challenges in achieving sustainable organizational growth. O’clock General Trading PLC, a key player in the car assembly and supply and sells sector, exemplifies these challenges. Despite the growing market potential and supportive policies, O’clock General Trading PLC struggles to integrate effective business management strategies that ensure both economic success and organization sustainability. Operational inefficiencies, supply chain disruptions, inadequate human resource management, and environmental concerns pose substantial barriers to the company's growth. These issues are exacerbated by the need to meet the increasing demands of a diverse customer base while adhering to sustainable practices. There is a pressing need to explore and implement comprehensive business management strategies that address these challenges, enhance organizational performance, and promote sustainable growth. This study aims to investigate how O'clock General Trading PLC can strategically navigate these complexities to achieve long-term success, thereby contributing valuable insights to the broader industry.

According to Wubishet (2018) this study concluded that private commercial banks in Ethiopia prioritize Business Management Strategies over other critical aspects such as strategy implementation, evaluation, and control. This imbalance can hinder sustainable organizational growth, as effective implementation and ongoing evaluation are essential for adapting strategies to changing market conditions and ensuring long-term success. Similarly, Dinberu (2016) highlighted that the lack of focus on business management strategies within the chosen bank has led to challenges in formulating and communicating strategic plans effectively. This oversight can result in missed opportunities for growth and adaptation in a rapidly evolving business landscape.

According to Addisie (2015) highlighted the pivotal role of effectively Business Management Strategies plans to stakeholders. This ensures a shared understanding and commitment to achieving organizational objectives. This study recommended that company prioritize securing sustainable financing sources to support the implementation of strategies and invest in employee capacity development. By adopting this comprehensive approach, organizations can align their strategic initiatives across all levels and enhance their ability to execute them effectively.

Among these researches, Strategic Business Management Practice of Ethiopian Insurance Company in the case of customer satisfaction (Amelework, 2015)Strategic Management Practice of Neyala motors Company (Timothewos, 2016) can be quoted. Both of the researches are made to make an assessment on the whole process of strategic Business management practice Which shows that they lack focus on Business Management Strategies for Sustainable Organization Growth So there is lack of research in area of Sustainable Organization Growth in Business industry of Ethiopia. These researcher were fill this gap by showing the factor affecting the

Business Management Strategies as well as issues to be considered while Sustainable Organization Growth in the case of O'clock General trading PLC

1.3 Research questions

1. How do operational efficiency strategies affect the Organization Growth at O'clock General Trading PLC?
2. What is the effect of Marketing and Sales Strategies for Sustainable Organization Growth at O'clock General Trading PLC?
3. How does a supply chain management strategy influence Sustainable Organization Growth at O'clock General Trading PLC?
4. How do human resource management strategies influence Sustainable Organization Growth at O'clock General Trading PLC?

1.4 Objective of the study

1.4.1 General Objective of the study

The general objective of this study is to explore the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General Trading PLC

1.4.2 Specific objective of the study

1. To determine the effect of operational efficiency strategies on Organization Growth at O'clock General Trading PLC.
2. To evaluate the effect of Marketing and Sales Strategies for Sustainable Organization Growth at O'clock General Trading PLC.
3. To assess the effect of supply chain management strategies on the Organization Growth at O'clock General Trading PLC.
4. To evaluate the effect of human resource management strategies on Sustainable Organization Growth at O'clock General Trading PLC.

1.5 Significance of the study

The study contributes largely both for the company and for other interested party who wants to make the same study in business sector such as

For Policy Makers: The findings of this study hold substantial significance for policy makers in business sector. By examining the intersection of business management strategies and sustainable organizational growth within the context of the business sector, this research will provides valuable insights into the challenges and opportunities faced by companies like O’clock General Trading PLC. Policy makers can use these insights to develop more targeted and effective policies that support the automotive business sector, encourage sustainable practices, and enhance the overall competitiveness of Ethiopian companies in the global market.

For the Academic Community: This study contributes to the existing body of knowledge in business management and sustainability, offering a nuanced understanding of how these concepts intersect in the context of a developing economy for the academic community, it provides a comprehensive analysis of the strategies that can drive sustainable growth in the automotive business sector industry, particularly in emerging markets like Ethiopia. The research findings can serve as a foundation for further academic inquiry, inspiring new studies and theoretical advancements in the fields of business management, sustainability, and industrial development.

For Practitioners: The detailed examination of O’clock General Trading PLC's management strategies provides a roadmap for other companies seeking to improve their operational efficiency, supply chain management, human resource practices, and environmental sustainability. Practitioners can leverage these insights to develop and implement effective strategies that address their specific challenges and capitalize on market opportunities. Furthermore, the study underscores the importance of a holistic approach to business management, encouraging practitioners to integrate sustainability into their core business strategies to achieve long-term growth and success.

1.6 Scope of the study

This study focuses on exploring the intersection of business management strategies and sustainable organizational growth within the context of O’clock General Trading PLC, a prominent car assembly and sells and supply company in Ethiopia Its conceptual scope is The study investigates a range of business management strategies that contribute to sustainable organizational growth. These strategies include operational efficiency, supply chain management, Marketing and Sales Strategies and human resource management, each of these areas is examined in detail to understand their impact on the company’s performance and growth. Regarding its geographical scope, O’clock General trading PLC The selection of the four variables operational efficiency, supply chain management, marketing and sales strategies, and human resource management was based on their critical relevance to the core business functions of O’clock General Trading PLC. As a company involved in car assembly and sales, operational efficiency is essential to minimize production costs and maximize output. Supply chain management is equally important due to the company’s reliance on imported parts and timely logistics. Marketing and sales strategies directly impact revenue generation and market penetration, which are key in Ethiopia's competitive automotive market. Finally, human resource management plays a pivotal role in ensuring employee performance and retention, especially in a technical and customer-facing industry. These variables were therefore selected as they reflect the main strategic areas that influence the sustainable organizational growth of the company It was difficult to consider all business sector the researcher selects O’clock General trading PLC Located in Addis Ababa specifically Kality near cheraliya factory. The research methodology was employed descriptive and explanatory research design through administering questionnaire to individual employees, and interviews. The time scope of this research was incorporated data for the period 2024/2025.

1.7 Organization of the Study

This paper work was organized in to five chapters; chapter the first chapter contains an introduction, statement of the problem, objectives of the study, significance of the study, and scope of the study used term definitions. Chapter 2 describes the review of related literatures (theoretical and empirical). Chapter 3 presents the methodology this chapter was included the research approach and as well as describes the data collecting and analysis method used Chapter 4 analyses and presents the research finding obtained through the research methodology by showing how each of the research questions were answered and how these findings together contribute to the main purpose of the study.

Finally, Chapter 5 was end up with conclusion and a set of suggestions derived from the research findings and the conclusion of this work. At the end of the paper references and a set of Appendixes was include that contain the questionnaire of the survey forms used to collect Primary data for this work and other supplementary documents of the study.

1.8 Operational definition of Terms

Business Management Strategies: Refers to the methods and approaches improve various aspects of its operations, including operational efficiency, supply chain management, innovation, human resources, and environmental sustainability. These strategies are intended to optimize performance, reduce costs, enhance employee satisfaction, and ensure long-term sustainability. (Thomas L. Wheelen J. David Hunger, 2017)

Sustainable Organizational Growth: The process consistent and long-term expansion in terms of market share, financial performance, operational capabilities, and environmental stewardship. Sustainable growth balances economic success with social responsibility and environmental conservation. (Abdulwahab, 2019)

Operational Efficiency: Measures the effectiveness utilizes its resources (time, labor, materials) to produce and assemble cars. High operational efficiency implies minimal waste, reduced production costs, and increased productivity. (Bromiley, 2019)

Supply Chain Management: Encompasses the planning, implementation, and control of the flow of materials, information, and finances as they move from suppliers to the car assembly line Effective supply chain management ensures timely delivery, cost efficiency, and quality control.

Human Resource Management: Involves the recruitment, training, development, and retention on Effective human resource management strategies ensure that the company has a skilled, motivated, and satisfied workforce, which is essential for operational success and growth. (Allison, 2013)

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents the related literatures on the study so as to have an insight in to the research topic and briefly explain some of the major areas of the subject matter under consideration. The chapter begins by presenting concepts related with Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies. Related studies and they findings are presented in the second part of this chapter. This chapter also presents conceptual framework of the study.

2.2 Theoretical Review

2.2.1 Definition and Concepts of Business Management Strategies

The direction and scope of an organization over the long term, which achieves advantage in changing environment through its configuration of resources and competence with the aim of fulfilling stakeholder expectations Business-level strategy, which is about how to compete successfully in particular markets or how to provide the best value services in public services. This concerns which products or services should be developed in which markets and how advantage over competitors can be achieved to achieve the objectives of the organization perhaps long-term profitability or market share growth. (Rahul, 2019)

Collaborative Strategy is an attempt of the firm to optimize its business performance through togetherness and cooperation with other parties that mutually beneficial. While Lasker, RD., et al (2018), stated that Collaborative Strategy is a process through several concerning parties, who cooperate together and constructively finding solutions and resolving problems. Thus, collaborative strategy is triggered by the similar problems that are considered by the company, and then solve it with mutually beneficial relationship with other parties. Types of collaboration according to (Dubrin, 2004)perspective are constructed from the cooperative pattern with the competition pattern itself.

(Johnson Scholes, 2015). The balance of choices and actions between an organization's internal resources and its external environment is referred to as its strategy. Strategy can therefore be viewed as a plan, play, pattern, position, and perspective (Mintzberg et al, 2019). Porter (2015) describes the competitive strategy formulation principle as being fundamental to an organization's environment. Therefore, organizations create strategies to help them maintain their competitiveness in the market. This is accomplished by locating a place in the market where the business can best protect itself from competing pressures or sway them in its favor.

(Bloom, 2019)Examine corporate reports with a view to comprehension the rise and development of talk of supportability development of business systems. They talk about the part of the correspondence and reporting systems in building and legitimizing corporate supportability business procedures activities and decreasing the feeling that manageability and businesses are inconsistent. From it is outlook, corporate reports might be viewed as a device for advancing satisfactory training and data, as pointed out.

2.2.2. Strategic Management Theories

Porter's Generic Strategies: (Chang, 2019)introduced the concept of generic strategies, which includes cost leadership, differentiation, and focus. These strategies are designed to provide a competitive edge in the market. Cost leadership aims to become the lowest-cost producer in the industry, differentiation involves offering unique products or services, and focus targets a specific market niche. These strategies, when effectively implemented, can lead to sustainable competitive advantage and organizational growth.

Resource-Based View (RBV): The RBV, articulated by (Choy, 2015)posits that an organization's internal resources and capabilities are the primary sources of competitive advantage. This theory emphasizes the importance of unique resources that are valuable, rare, inimitable, and non-substitutable (VRIN). Organizations leveraging their distinctive resources can achieve and sustain growth.

Balanced Scorecard: Developed by (Fauziati, et al, , 2016)the Balanced Scorecard is a strategic planning and management system used to align business activities with the vision and strategy of the organization. It incorporates financial and non-financial performance measures, providing a comprehensive view of organizational performance. The four perspectives of the Balanced Scorecard are financial, customer, internal business processes, and learning and growth.

Balanced scorecard is a management system that enables organizations to translate the vision and strategy into action. The Balanced Scorecard was developed by Robert Kaplan and David Norton (2017). It has evolved from a measurement tool to what Kaplan and Norton have described as a strategic management system (Niven, 2002). According to the author the Balanced Scorecard is ideally created through a shared understanding and translation of the organization's strategy into objectives, measures, targets, and initiatives in each of the four Scorecard perspectives. Using the Balanced Scorecard as a framework for translating the strategy, these organizations create a new language of measurement that serves to guide all employees' actions toward the achievement of the stated direction.

2.2.3 Factor of Business Management Strategies

A company's competitive business strategy focuses on how to compete in the industries in which it does business. In other words, competitive strategy refers to the plan for how the company will gain and keep a competitive edge over rivals. Being more lucrative than rivals over the long run is the definition of having a competitive edge. Two aspects of a company's competitive strategy within a particular industry are looked at: the development of the competitive advantage and the maintenance of the competitive advantage. A proactive or reactive competitive strategy is said to produce a competitive advantage (Carroll, A., 2019). The two sorts of proactive tactics are (a) performance enhancement (competitive strategy for the same game); and (b) game rule modification (competitive strategy for a new game). Finally, some alternative competitive strategies are looked at A completely new (nonexistent) business area could be created, the geographic extent of the business area could be expanded (cross-market competitive strategy), and the business itself could be expanded (cross-business competitive strategy) ((Carroll, A., 2019)Porter (2004) defined competing strategies as a two-dimensional phenomenon with a supply side and a demand side, or strategic scope and strength, respectively. Later, he simplified the plan into three general tactics: "marketing," "differentiation," and "focuses". (Johnson & Scholes, 2008) On the other hand, perceive competitive strategies from a business-level perspective and believe that it is the achievement of competitive advantage by a business unit in its particular market. They advocate for a hybrid strategy that provides a market-facing element to Porter's model in the form of price as a new dimension and its combination with differentiation.

2.2.3.1 Operational Efficiency Strategies

Operational efficiency strategies are crucial for organizations aiming to enhance productivity, reduce costs, and achieve sustainable growth. These strategies focus on optimizing resources, streamlining processes, and eliminating waste to maximize value creation. This literature review explores key theories and empirical studies related to operational efficiency, highlighting best practices and successful implementations across various industries.

Lean management principles, derived from the Toyota Production System, emphasize the elimination of waste (muda), continuous improvement (kaizen), and delivering value to customers. Womack, Jones, and (Porter, M. E., & Kramer, M. R. , 2016) popularized these concepts, advocating for the systematic removal of non-value-adding activities. Lean management includes tools like 5S, value stream mapping, and kanban, which help organizations improve efficiency and responsiveness.

TQM is an organization-wide approach to continuous improvement, emphasizing customer satisfaction, employee involvement, and process standardization. (Lymer, Andy and Hancoc, Dora, 2021)and Deming (1986) were pioneers in TQM, promoting principles such as process management, statistical quality control, and the Plan-Do-Check-Act (PDCA) cycle. TQM fosters a culture of quality and accountability, driving operational efficiency and long-term success.

TQM's holistic approach has been validated through numerous studies. Powell (2016) found that TQM practices led to better quality products, higher customer satisfaction, and improved financial performance. A study by Easton and Jarrell (2018) on the manufacturing industry revealed that firms adopting TQM practices saw significant gains in productivity and cost efficiency, contributing to sustainable competitive advantage.

Standardizing processes ensures consistency, reduces variability, and enhances efficiency. Research by (Nanda, 2015)emphasizes the importance of process standardization in achieving operational excellence. Organizations like McDonald's exemplify this approach by standardizing their operations globally, ensuring consistent quality and efficiency across all outlets.

2.2.3.2 Marketing and Sales Strategies

Marketing strategy is one of the most important areas that need to be carefully examined by the corporate. Marketing strategy is commonly defined as a strategy employed by a firm to attain its marketing objectives, which in turn is related to the achievement of the firm’s business objectives. The firms in order to have a formulation of the marketing strategy should have a marketing objective. The marketing objectives include: maximization of Profits, maximization of market share, maximization of sales, enhance brand image, improve customer satisfaction, provide customer value, and maintain price stability. In other words, marketing strategy refers to the marketing goals and action plans that address matters of product/ service, price, distribution, communication, and the process of new product development ‘‘Marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage" (Nanda and Khanna, 2011).

Target market involves evaluating each market segment's attractiveness and selecting one or more segments to enter. Target marketing is the decision to identify the different groups that make up a market and to develop products and marketing mixes for selected target markets. There are three major targeting strategies: undifferentiated, concentrated, and differentiated. During this process the business must balance its resources and capabilities against the attractiveness of different segments (Oladun, M., 217)

Industry sales at first increase in the maturity stage, but reach a saturation level at which further expansion is difficult. Competition also intensifies, increasing the availability of the product. Firm concentrate on capturing competitors' customers, often dropping prices to further their appeal. Sales volume fades late in the maturity stage, and some of the weaker competitors leave the market. Firms spend heavily on promoting mature products to protect their market share and to distinguish their products from those of competitors, profit stabilize or decline because of increased competition (Arora, 2018)

2.2.3.3 Supply Chain Management Strategies

Supply Chain Management (SCM) strategies are essential for enhancing organizational efficiency, reducing costs, and ensuring timely delivery of products and services. Effective SCM integrates various activities, from procurement and production to distribution and logistics, to create a seamless flow of goods and information. This literature review examines key theories and empirical studies related to SCM strategies, emphasizing best practices and successful implementations across different industries. Supply chain management strategies are vital for achieving organizational efficiency, responsiveness, and sustainability. Theoretical frameworks such as supply chain integration, lean and agile supply chains, and supply chain resilience provide valuable insights into optimizing supply chain operations. Empirical studies consistently show that effective SCM practices lead to significant improvements in performance, cost reduction, and customer satisfaction (J. Sutdueana, 2019)

Supply chain integration involves coordinating and aligning activities across the entire supply chain to improve efficiency and responsiveness. (Langley C., 2017)identified the key elements of integration, including information sharing, joint planning, and synchronized operations. Integration enhances visibility, reduces lead times, and enables better decision-making.

(Towill, 2019)Found that firms with high levels of integration with their suppliers and customers achieved superior performance in terms of delivery speed, flexibility, and cost efficiency. For instance, Dell’s direct model of integration with suppliers and customers has enabled it to deliver customized products rapidly while maintaining low inventory levels.

Incorporating sustainability into supply chain management is increasingly important. Research by (Ross, 2014)indicates that sustainable supply chain practices, such as reducing carbon footprints, ethical sourcing, and waste minimization, contribute to long-term competitive advantage. Unilever’s sustainable sourcing program, which focuses on ethical procurement and reducing environmental impact, is a leading example of this practice.

Incorporating sustainability into supply chain management is increasingly important. Research by Carter and Rogers (2008) indicates that sustainable supply chain practices, such as reducing carbon footprints, ethical sourcing, and waste minimization, contribute to long-term competitive advantage. Unilever’s sustainable sourcing program, which focuses on ethical procurement and reducing environmental impact, is a leading example of this practice.

2.2.3.1 Human Resource Management Strategies

Human Resource Management (HRM) strategies are essential for recruiting, developing, and retaining talent, which are critical for organizational success and sustainable growth. Effective HRM practices align the workforce with organizational goals, foster a positive work environment, and enhance overall productivity. This literature review explores key theories and empirical studies related to HRM strategies, highlighting best practices and successful implementations across various industries.

Wright and McMahan (1992) emphasized that SHRM integrates HRM into the strategic planning process, ensuring that HR activities support the long-term goals of the organization. This approach includes workforce planning, talent management, and performance management.

The Resource-Based View posits that an organization's human resources are a key source of competitive advantage. Barney (1991) argued that valuable, rare, inimitable, and non-substitutable (VRIN) resources, such as skilled employees, can provide sustainable competitive advantage. HRM practices that develop and leverage these resources are crucial for organizational success.

Human Capital Theory, as proposed by Becker (1964), focuses on the value of investing in employees' skills and knowledge. Training and development programs enhance employees' competencies, leading to increased productivity and organizational performance. Effective HRM strategies emphasize continuous learning and skill development.

2.2.4 Sustainable Organization Growth

Sustainable organization growth is a multifaceted concept encompassing economic performance, environmental stewardship, and social responsibility. It aims to achieve long-term business success while maintaining a positive impact on society and the environment.

The Triple Bottom Line framework, developed by Elkington (1997), emphasizes the importance of balancing economic, environmental, and social performance. This approach encourages organizations to measure success not only in terms of financial profitability but also through their contributions to environmental sustainability and social well-being.

Stakeholder Theory, proposed by Freeman (1984), suggests that organizations should consider the interests of all stakeholders, including employees, customers, suppliers, communities, and shareholders, in their decision-making processes. Sustainable growth requires addressing the needs and expectations of these diverse groups to build long-term relationships and trust.

The Resource-Based View of sustainability, as articulated by Hart (1995), integrates environmental and social considerations into the resource-based view of the firm. It posits that firms can achieve a competitive advantage by developing unique resources and capabilities that promote sustainability, such as eco-efficient technologies and socially responsible practices. Porter and Kramer (2006) suggests that aligning sustainability with corporate strategy creates shared value for both the company and society. Nestlé's Creating Shared Value initiative, which focuses on nutrition, water, and rural development, demonstrates this approach.

Sustainable organization growth requires a holistic approach that integrates economic, environmental, and social dimensions. Theoretical frameworks such as the Triple Bottom Line, Stakeholder Theory, Resource-Based View of Sustainability, and Corporate Social Responsibility provide valuable insights into achieving sustainability. Empirical studies consistently demonstrate that sustainable practices lead to improved financial performance, enhanced brand reputation, and stronger stakeholder relationships. Best practices, including integrating sustainability into business strategy, investing in sustainable technologies, ensuring transparency and accountability, and engaging employees, further enhance organizational sustainability

2.2.5 Measurements of Growth

Measuring organizational growth is essential for understanding a company's development, planning future strategies, and assessing overall performance. Growth measurement can encompass various dimensions, including financial performance, market share, employee growth, and customer satisfaction.

The Sustainable Growth Rate, introduced by (Amelework, 2015)), is the rate at which a company can grow its sales, earnings, and dividends at a consistent rate without having to increase its financial leverage. The SGR considers factors such as return on equity and dividend payout ratio, providing a measure of growth that ensures long-term financial health.

Ansoff's Growth (Bloom, 2019)helps businesses determine their product and market growth strategy. It offers four growth strategies: market penetration, product development, market development, and diversification. This matrix assists organizations in identifying growth opportunities and measuring the success of their strategies in new and existing markets.

The Product Life Cycle model describes the stages a product goes through from introduction to decline (Bloom, 2019)Measuring growth using the PLC involves tracking sales and market share throughout these stages. Understanding the PLC helps organizations manage product portfolios and make informed decisions about product development and marketing.

Measuring organizational growth is a complex but essential task that requires a multi-dimensional approach. Theoretical frameworks such as the Balanced Scorecard, Sustainable Growth Rate, Ansoff's Growth Matrix, and Product Life Cycle provide valuable tools for assessing growth. Empirical studies underscore the importance of financial performance metrics, market share and customer metrics, employee growth and development metrics, and innovation and R&D metrics. Best practices in growth measurement include integrating comprehensive metrics, conducting regular performance reviews, benchmarking against industry standards, and involving employees in the process

2.2 Empirical Studies

Yabibal Abate (2020) reviewed an article conducted to investigate the “Effect of Business Management Strategies on Organizational Performance with the Mediating Role of Inventory Management: The Case of Ethiopian Pharmaceutical Supply Agency” at Debre Tabor University, D/Tabor, Ethiopia. After intensive investigation of prior literature, they identified Strategic Supplier Relationship, Customer Service Level, Quality of Information Sharing, Internal Lean Practice and, Postponement Strategy as important practice of supply chain management. For the study data was collected from a random sample of 201 out of 398 public health facilitators that are under Bahir Dar branch. The findings of the study showed that among supply chain management practices identified, Strategic Supplier Partnership, Customer Service Level, Quality of Information Sharing and Postponement Strategy were found to be the most significant determinants of the performance of the case organization and Inventory management practice was found to be a significant mediator of the relationship between supply chain management practices and firm performance. Internal Lean Practice was not found as a significant determinant of organizational performance.

(Mustefa, 2014) conduct study on the Business Management Strategies practices and firm performance in case of awash tannery P.L.C. in Ethiopia. The research conceptualizes and develops five dimensions of SCM practice(strategic supplier partnership, customer relationship, level of information sharing quality ,quality of information sharing and internal lean practice) and it tests the relationship between SCM practices operational performance and organizational performance and the research found out that there is strong relationship between SCM practices operational performance and organizational performance and shows that SCM practice have an influence both on operational performance and organizational performance and it finds out that operational performance has also an influence on organizational performance.

Empirical research demonstrates the positive impact of strategic HRM on organizational performance. A study by Huselid, Jackson, and Schuler (1997) found that firms with well-integrated HRM practices experienced higher productivity, profitability, and market value. For example, IBM's strategic HRM initiatives, such as global talent management and leadership development programs, have contributed to its sustained success.

Continuous learning and development are essential for maintaining a skilled workforce. Studies by Salas and Cannon-Bowers (2001) show that training programs enhance employees' competencies and job performance Organizations like McDonald's invest in extensive training programs for employees at all levels, ensuring consistent service quality and operational efficiency.

(Anderson, J. , 2016)Highlights the positive impact of effective stakeholder engagement on organizational sustainability. Firms that actively involve stakeholders in their sustainability initiatives tend to achieve better outcomes in terms of social acceptance and community support.

Starbucks' ethical sourcing and community engagement programs exemplify successful stakeholder integration.

(Mwilu, 2013) also conduct a study on Business Management Strategies practices and performance among public research institutions in Kenya. One of the objectives of this study was to determine the impact of Business Management Strategies practice on the performance of research institutions in Kenya and to evaluate the challenges faced by public research institutions in Kenya. And to evaluate the challenges faced by public research institutions in Kenya while adopting Business Management Strategies. By developing seven dimensions of SCM practices from these the research founds out that three variables namely logistics lean suppliers and information technology were found to have strong statistically significant relationships with performance. The other three variables namely green supply chain practices, long term supplier relationships and out sourcing were found to have week relationships which were not statistically significant.

2.3. Research Gap

Most existing studies focus on global corporations in developed countries. There is a lack of research on sustainable growth strategies and their effectiveness in developing countries, Most existing studies on business management and sustainable growth strategies predominantly focus on multinational corporations in developed economies such as the United States, Europe, and East Asia (Smith & Wang, 2021; UNCTAD, 2022). In contrast, limited empirical studies are available that explore how these strategies function in the context of developing countries, including Ethiopia. As noted by Alemu and Tadesse (2020), the applicability and effectiveness of such strategies often differ due to contextual factors like infrastructure, institutional frameworks, and resource constraint.

particularly in the context of Ethiopian companies like O'clock General Trading PLC. Understanding the unique challenges and opportunities faced by these companies is essential for developing tailored strategies. Many studies provide a snapshot of sustainable practices and their outcomes. Longitudinal studies that track the long-term impact of sustainable practices on organizational growth are limited. Such studies would provide deeper insights into the sustainability-growth relationship over time.

Addressing these research gaps would contribute to a more comprehensive understanding of sustainable organization growth, particularly in the context of developing countries and specific industries. By exploring context-specific challenges, Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies. Future research can provide valuable guidance for organizations like O'clock General Trading PLC to achieve sustainable growth and long-term success.

2.4 Conceptual Framework

This conceptual framework outlines the relationships between business management strategies, sustainable growth factors, and the specific context of O'clock General Trading PLC. It aims to provide a structured approach to investigating how Business Management Strategies practices can foster sustainable growth in a business setting. The study was based on a conceptual construct indicating a relationship exists between the Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies and its consequence on the Sustainable Organization Growth in the study area.

Independent Variable

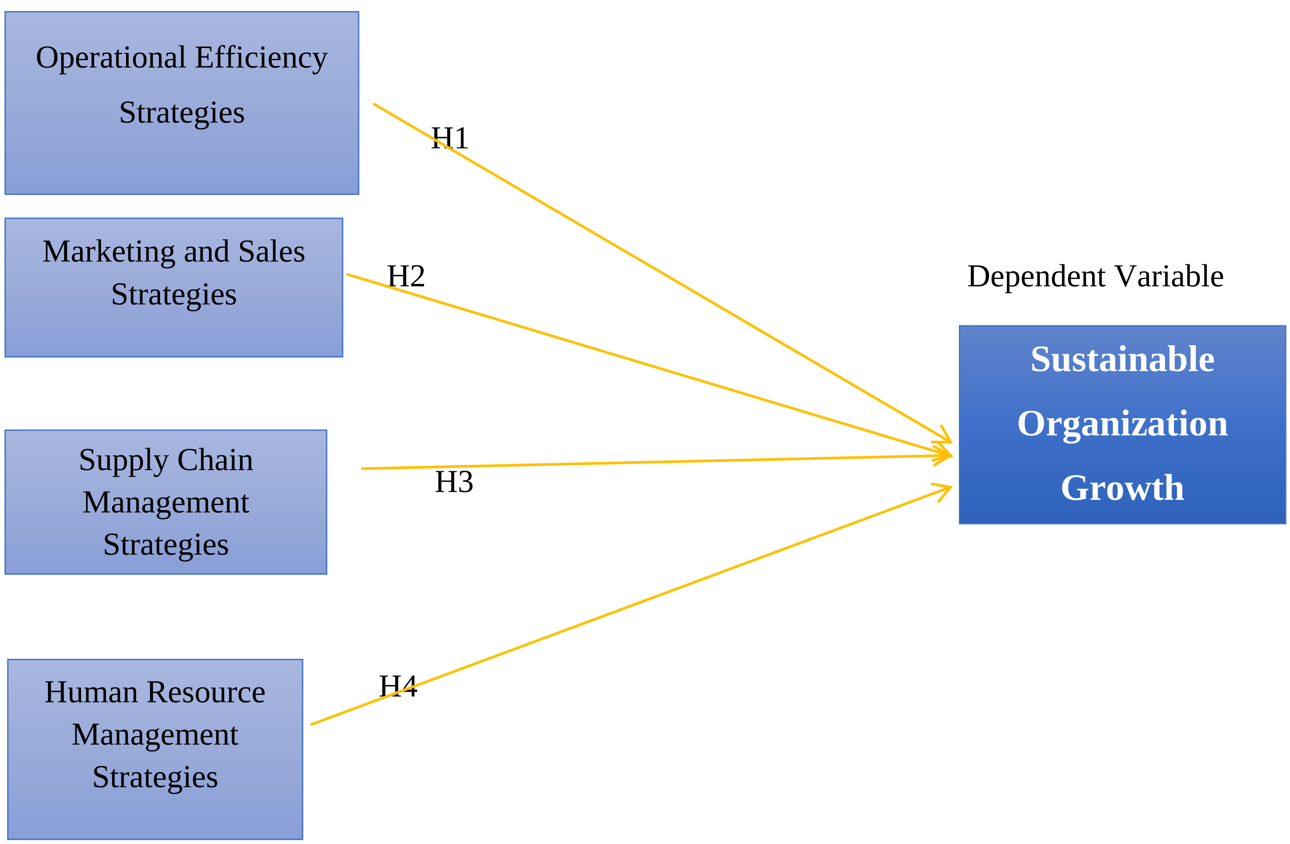


Figure 1conceptual framework (Bloom, 2019)

Hypothesis of study

H1: Operational Efficiency Strategies is positively and significantly effects on Sustainable Organization Growth.

H2: Marketing and Sales is positively and significantly effects on Sustainable Organization Growth.

H3: Supply Chain Management positively and significantly effects on Sustainable Organization Growth

H4: Human Resource Management is positively and significantly effects on Sustainable Organization Growth

Independent variable is the variable which influences changes in other variables. It is the variable which does not change without causing changes to other variables. The dependent variable is that variable which is influenced by the independent variable. This means that the variable cannot change on itself unless subjected to changes by other variables. Within this study, Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies are among the independent variables that was shows how different Business Management Strategies affect efficiency of Sustainable Organization Growth (dependent variable). Generally, conceptual framework of the study was show the relationship between the variables of the study.

CHAPTER – THREE

3. RESEARCH METHODOLOGY

3 INTRODUCTION

Designing appropriate research methodology is a prerequisite in order to conduct a good research work. The basic aim of this chapter is to clarify, explain and present the framework underlining the research objectives. It outlines the general research approach which the paper follows and encompasses a discussion of the actual research design that was applied throughout the research. It also elaborates on the sampling method and sampling size was determined for the research. Finally, it constitutes the method of data collection.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research was done scientifically. In this study various steps that are generally adopted by a researcher in studying his research problem along with the logic behind them. (Ross, 2014)

3.1 Description of the study Area

O’clock General trading Plc is a company that was established on August 2006 G.C. here in Addis Ababa city It was founded with the purpose of supplying and distributing auto spare parts, but it has since grown into a global business and multinational corporate company with five different companies operating under it in over three different countries around the globe and The research is centered on O’clock General Trading PLC, which operates within the Ethiopian market. While the primary focus is on this specific company, the insights and findings may also have broader implications for other automotive companies within Ethiopia and potentially other emerging markets with similar economic and industrial conditions.

3.2 Research Design

A research design is a master plan that specifies the methods and procedures for collecting and analyzing the needed information. The study was applied descriptive and explanatory research designs. The descriptive research design aims to provide a detailed understanding of the current business management strategies employed by O’clock General Trading PLC and their impact on sustainable organizational growth. This design was a map out the existing practices, identify trends, and highlight best practices within the company and explanatory research design seeks to establish causal relationships between specific business management strategies and the sustainable organizational growth of O’clock General Trading PLC. This design was investigated how various factors (independent variables) influence the company's growth and sustainability outcomes (dependent variables).

3.2 Research approach

To thoroughly investigate the intersection of business management strategies and sustainable organizational growth at O’clock General Trading PLC, a mixed-methods research approach was employed. A mixed-methods research approach was selected to ensure a comprehensive investigation of both the measurable impact and deeper contextual understanding of business management strategies at O'clock General Trading PLC. The quantitative component aligns with the study's objective to evaluate the extent to which business strategies influence sustainable organizational growth, allowing for statistical analysis of relationships between variables. The qualitative component, on the other hand, helps explore the contextual realities, perceptions, and challenges faced by staff in implementing these strategies insights that cannot be captured through numbers alone. Therefore, this approach provides both breadth and depth, ensuring the study meets its objective of offering a well-rounded analysis of strategy effectiveness by employing a mixed-methods research approach, this study aims to provide a thorough and nuanced understanding of how business management strategies intersect with sustainable organizational growth at O’clock General Trading PLC. The integration of quantitative and qualitative methods ensures a comprehensive analysis that can inform both academic research and practical applications in the field of business management and sustainability.

3.4 Target population, Sample Size and Sampling Technique

3.4.1 Target Population

Determining the appropriate sample starts with identifying the population. A population is a group of individuals who have the same characteristics and is further defined in quantitative research as a group of individuals with some common defining characteristics that the research can identify and study (Creswell, 2012). The populations of this study was 175 Staff of the selected Executive Management Team, business strategies officer, Financial Officer, Operating Officer, Department Heads, Team Leaders, Technical Staff, marketing, Suppliers team and human resources department at O’clock General trading PLC These groups were purposefully selected due to their direct involvement in the planning, execution, and evaluation of the company’s business strategies. Their roles position them as key informants with firsthand knowledge of operational efficiency, supply chain processes, human resource management, and marketing strategies making them highly relevant for achieving the study's objectives.

3.4.2 Sample Size

Sample is the part of population which the researcher intended to collect information for the study. Sampling is the process of selecting sample from a total population. Accordingly, the researcher calculated the sample size on some characteristics since they are functioning for the common goal. According to Saunders et al, (2009), Rather the logical relationship between your sample selection technique and the purpose and focus of your research is important), generalizations being made to theory rather than about a population.

To ensure representativeness, the sample was distributed proportionately among different strata within the organization such as Executive Management Team, business strategies officer, Financial Officer, Operating Officer, Department Heads, Team Leaders, Technical Staff, marketing, Suppliers team and human resources department.

Consequently, sample size is dependent on research question(s) and objectives. For the purpose of this study, Yamane (1967) formula will use to select the sample size and which calculate the sample using the following formula as follows:

$$n = \frac{N}{1 + N \times e^2}$$

Where; n is the sample size,

N is the population size,

1 constant and

e^2 Is the margin of error which 5% for 95 % confidence level?

$$n=\frac{312}{1+312\times0.05^2}=175$$

Therefore, sample size for targeted population of the study is 175.

Table sample size determination

Department	Population Size	Proportion (%)	Sample Size
Executive Management Team	20	6.41	11
Business Strategies Officer	10	3.21	6
Financial Officer	15	4.81	9
Department Heads and agent	50	16.03	28

Team Leaders	30	9.62	17
Technical Staff	40	12.82	22
Marketing	25	8.01	14
Suppliers Team	10	3.21	6
Human Resources Department	12	3.85	7
Total	312	100	175

3.4.3 Sampling Technique

Sampling is the process or technique of selecting a suitable sample for the purpose of determining parameters or characteristics of the whole population (Adams etal, 2007). To answer the research questions and to meet the objectives of the study, To ensure a representative and comprehensive understanding of business management strategies and their impact on sustainable organizational growth at O'clock General Trading PLC, a combination of purposive sampling and stratified random sampling techniques were employed and Stratified random sampling were used to select participants from the broader employee base to ensure that different strata within the organization are proportionately represented. This technique enhances the generalizability of the findings by capturing a wide range of perspectives from different levels and departments.

By employing a combination of purposive and stratified random sampling techniques, this study ensures a robust and comprehensive understanding of the intersection of business management strategies and sustainable organizational growth at O'clock General Trading PLC. This approach provides both depth and breadth in the data collected, enabling a thorough analysis and generating actionable insights for enhancing organizational practices.

3.5 Source of Data and Type of Data

The researcher was gathered data from both primary and secondary sources. Moreover, the data type used to achieve this study was used both primary and secondary data.

3.5.1 Primary Data Sources

The primary data was collected using self-administered structured questionnaires to collect first hand and primary information from the respondent. The questionnaire consisted both closed and open ended questions. Closed ended Questions are easier to be understood and replied by respondents and also they are easy for the researcher to compile quickly Most of the close ended questionnaire was design on the basis of ordinal scales of measurement.

3.5.2. Secondary Data Sources

Secondary data was provided additional context, background information, and validation of the primary data.

3.6 Data collection procedure

3.6.1Questionnaires method

Questionnaires were choosing as study instruments because of their ability to reduce bias and to collect genuine data. Structured surveys and questionnaires was administered to a broad sample of employees, including executives, middle management, operational staff, and support staff. These instruments was gathered quantitative data on business management strategies and their perceived impact on sustainable growth in order to increase the reliability and effectiveness of the questionnaire and to get specifically relevant information to the study, the questionnaire was taste prior to conducting the survey study. In order to measure the independent and dependent variable a four-point Likert-Scale response format was used for the sake of asking respondents to indicate the degree or level of Business Management Strategies

. A five-point Likert Scale ranging from "Strongly disagree = 1"to strongly agree =5" used to measure the effects of the Sustainable Organization Growth. A five -point Likert Scale was choosing, to reduce bias of respondents while responding to the questionnaire.

3.6.2. Interview method

Structured interview was used to interview leaders of the O'clock General trading PLC and the researcher was interviewed each Staff of the selected executives, middle management, operational staff, and support staff. The purpose of this research interview is to explore the views, experiences, beliefs and/or motivations of individuals on specific matters. In qualitative methods interviews are believed to provide a 'deeper' understanding of social phenomena than will obtain from purely quantitative methods. Interviews are most appropriate where detailed insights are required from individual participants. They are also particularly appropriate for exploring sensitive topics, where participants may not want to talk about such issues in a group environment.

3.7 Measurement of Variables

To examine the relationship between the independent variables (Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies, and Human

Resource Management Strategies) and the dependent variable (Sustainable Organizational Growth), appropriate constructs and indicators were employed. Each variable were measured using a structured survey questionnaire and rated on a 5-point Likert scale, where 1 = Strongly Disagree and 5 = Strongly Agree

3.7.1 Measuring independent variable

Operational Efficiency Strategies were focus on key constructs that reflect the organization's efforts to optimize its operations for improved performance. This variable will be assessed using a structured questionnaire with items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The constructs were including the use of streamline operations, the implementation of cost-reduction initiatives to enhance financial efficiency, and the adoption of continuous process improvement practices to boost productivity. Additionally, indicators such as the efficient utilization of resources and the establishment of performance monitoring and reporting systems to track operational effectiveness were also measured. These constructs aim to capture the extent to which operational strategies contribute to organizational efficiency and effectiveness and the measurement items were adopted from (Ross, 2014)

Marketing and Sales Strategies, in relation to the dependent variable, Sustainable Organizational Growth, were focused on capturing the strategic marketing and sales efforts that contribute to long-term organizational success. This variable were assessed using a structured questionnaire, with items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The constructs for Marketing and Sales Strategies were include the effectiveness of promotional campaigns in enhancing brand awareness and customer engagement, the adoption of competitive pricing strategies to attract and retain customers the measurement items were adopted from (Ross, 2014)

Chain Management Strategies, in relation to the dependent variable, Sustainable Organizational Growth, were focused on assessing the strategic supply chain practices that enhance organizational efficiency, resilience, and sustainability. This variable will be measured using a structured questionnaire, with items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The constructs for Supply Chain Management Strategies were include collaboration with suppliers to improve quality and reliability, the optimization of inventory management systems to ensure cost efficiency and product availability, and the enhancement of logistical operations to support timely and efficient delivery. Other indicators was included the flexibility of supply chain processes to adapt to market demand changes and the adoption of sustainable supply chain practices, such as reducing waste and incorporating eco-friendly initiatives the measurement items were adopted from (Ross, 2014)

Human Resource Management Strategies, in relation to the dependent variable, Sustainable Organizational Growth, were focus on evaluating strategic HR practices that contribute to long-term organizational success. This variable will be assessed through a structured questionnaire with items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). The constructs for Human Resource Management Strategies will include the alignment of recruitment and selection processes with organizational goals, the implementation of training and development programs to enhance employee skills and competencies, and the use of performance appraisal systems to monitor and improve employee contributions the measurement items were adopted from (Ross, 2014)

3.7.2 Measuring independent variable

The measurements of the dependent variable, Sustainable Organizational Growth, were focused on capturing the organization's ability to achieve long-term success and maintain competitiveness in a dynamic environment. This variable was be assessed using a structured questionnaire with items rated on a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Key constructs for Sustainable Organizational Growth was include consistent revenue growth over time, the expansion of market share, and the organization’s ability to adapt to changing market conditions. Other indicators were evaluate the implementation of sustainable business practices, such as environmental responsibility and social impact initiatives, and the achievement of long-term strategic goals the measurement items were adopted from (Ross, 2014)

3.8 Data analysis tools

Research scholars define data analysis as the process of computing or synthesizing given measurements to determine the relationships that exist between data-groups and through that confirm or reject hypothesis of a study (Kothari, 2014).

Coding is a technical procedure by which data are categorize through coding the raw data to transfer into symbols usually numerals. They may be tabulate and count. This can be done by specifying categorize into which remains to be place. The number is depending upon the number of the questionnaire coding open ended questions. This is done through developing consistent set of stand are to each question. Tabulation consists of simply counting the number face that fall into varies categories. It communicates the result of the study can be uses for several purpose to calculate summary static. It is facilitated determine the empirical distribution. Variables frequencies will numerate in each table for calculation function would be employed to observer with less than or equal to specify quantity determined. Also the researcher was used correlation and Regression analysis this technique used for investigating the relationship between two quantitative variables. Regression analysis is a statistical process for estimating the cause effect relationships among dependent and several independent variables. It includes many techniques for modeling and analyzing several variables. More specifically, regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held constant Also correlation indicates the relationship between two variables. It ranges from 1 to -1 where 1 indicates a strong positive correlation and a -1 indicates a strong negative correlation and a zero indicates lack of relationship between the two variables. The closer the correlation tends to zero the weaker it becomes. Since the study adopted mixed method, analysis of data has done using both quantitative and qualitative approach.

Quantitative data was analyzed using statistical techniques such as correlation and regression to identify numerical relationships and patterns. Qualitative data was be analyzed thematically to uncover deeper insights and contextual understanding. The results from both analyses were triangulated to provide a comprehensive understanding of the research problem And Qualitative data from interviews and open-ended questions was analyzed using thematic analysis. Transcripts were coded into themes, and patterns was identified to provide insights into participants' perspectives.

3.9 Model of Specification

The research model used for this study is linear regression models. This model helps to capture the main objective of the study that was Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General trading PLC. All Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies and Sustainable Organization Growth are presents as follows:

$Y=\beta 0+\beta 1X1+\beta 2X2+\beta 3X3 + \beta 3X4+ \beta 3X4+e$

Where: Y= Sustainable Organization Growth (Dependent Variable) and $\beta 0$= Intercept

$\beta 1$, $\beta 2$, $\beta 3$ $\beta 4$and $\beta 5$ = Coefficients of the line and βi (i= 1, 2, 3,) > 0

X1= Operational Efficiency Strategies

X2= Marketing and Sales Strategies

X3= Supply Chain Management Strategies

X4= Human Resource Management Strategies

e= Sampling error

3.10. Testing of the Research Instruments

3.10.1 Validity

According to Amin (2018), Validity defined as the accuracy of variables and meaningfulness of the inferences by their examining and questioning whether there are any other possible casual relationships and checked the unknown factors contributed to result and findings of the research. It is the ratio to which results will obtain from the analysis of the data actually represents the phenomena under study. It contends that the validity of the questionnaire data will depends on a crucial way the ability and willingness of the respondents to provide the information requested.

In this research pilot test will conduct with all employees to enhance the questionnaire to be valid in content with the respondent's " understanding and comprehension. Comments from Professionals & respondents will be solicited to ensure validity particularly content validity and responses are valid. Besides, the researcher will acquire and incorporate the opinions of instructors in order to enhance the research instrument's validity.

3.10.2. Reliability Test

The reliability of an instrument according to Saunders et al., (2019) is the degree of consistency which measures attribute, in particular, whether or not it will produce consistent findings at different times and under different conditions, such as with different samples.

Internal consistency involves correlating the responses to each question in the questionnaire with those to other questions. There are a variety of methods for calculating internal consistency, of which one of the most frequently used is Cronbach's alpha. Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability. Cronbach's alpha can be written as a function of the number of test items and the average inter correlation among the items.

In principle, Cronbach's alpha is a coefficient of reliability (or consistency). Hair, Anderson, Tatham, & Black, (2016) assured that if α is greater than 0.7, it means that it has high reliability, 0.5 is sufficient, and if α is smaller than 0.3, then it implies that there is low reliability so the researcher was test the reliability after the date was collected.

The Cronbach's alpha result of each item used in the questionnaire is shown in the following

Table Cronbach's alpha result

Variables item	Reliability Statistics	
	Cronbach's Alpha	N of Items
Operational Efficiency	0.764	5
Marketing and Sales	0.957	5
Supply Chain Management	0.841	5
Human Resource Management	0.874	5
Total	0.848	20

Source; SPSS output (2025)

In order to achieve internal reliability, various authors accept different values from this test, but the most widely accepted value is 0.70, as it should be equal to or greater than internal reliability (Hair et al., 2003). The Cronbach Alpha values for each area in the questionnaire are shown in Table above. As can be seen from the table, Cronbach's Alpha is in the range of 0.764-0.957 for each field value. This range is considered high; the result ensures that each area of the questionnaire is accurate.

3.11 Ethical Considerations

Gerrish & Lacey (2018) research is viewed as a scientific human endeavor organized according to a range of protocols, methods, guidelines and legislation. Rogers (2008) research ethics is that domain of enquiry that identifies ethical challenges with a view to developing guidelines that safeguard against any harm and protects the rights of human subjects in research.

Thus, the researcher will provide information to keep the confidentiality of the respondents' information, their email and telephone address so that to use solely for this particular study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.0 INTRODUCTION

In this chapter, present the data, analyze the findings, and interpret the results of the study conducted on the Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General Trading PLC. The primary focus is to explore how various dimensions of Intersection of Business Management Strategies such as Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies affect Sustainable Organization Growth Through the systematic presentation of data collected from respondents, the analysis were reveal key insights into the relationship between Intersection of Business Management Strategies and Sustainable Organization Growth. This interpretation aims to provide a deeper understanding of Business Management Strategies and the extent to Sustainable Organization Growth: In the case of O'clock General Trading PLC. The findings were contributed valuable information for improving Business Management Strategies and enhancing overall Sustainable Organization Growth.

The analysis was made using (SPSS) Statistical Package for Social Science (version 26). The research focused on both on the descriptive and statistical analysis of characteristics of participants. The statistical analysis was made using frequency distribution percentage, mean and standard deviations. Correlation and Regression analysis were also deployed to strengthen and proven the assumptions. Hence, the collected data was summarized using different tables and figures for easy understanding that interpretation and discussion could take place as shown below.

To collect relevant data, 175 questionnaires were distributed to Business Management Strategies Among the questionnaires distributed to employees, the researcher was collected 170 properly filled questionnaires in which the response rate is 97% percent. 5 questionnaires missed because in one hand some of them were incomplete on the other hand respondents failed to return back their filled questionnaire to the researcher According to the organized questionnaires, the researcher produced the following analyses.

4.1 Demographic Characteristics of the Respondents

This section presents a summary of the demographic characteristics of the respondents, encompassing gender, age, educational background, and work experience. The aim of this demographic analysis is to provide a clear overview of the respondents' profiles, including the distribution of males and females, age ranges, levels of education, and years of experience. This information is intended to offer readers a deeper understanding of the sample, making the subsequent analysis more insightful and relevant.

Table 1 Demographic Characteristics of the Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	117	68.8	68.8	68.8
	Female	53	31.2	31.2	100.0
	Total	170	100.0	100.0	

Source: SPSS output (2025)

From above table the respondents' gender profile indicated that; 68.8 % of the participants are male and the rest 31.2% are female. This could be evidenced that; the staffing composition of O'clock General Trading PLC was most dominated by male employees.

Which age group do you fall under					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 – 25	11	6.5	6.5	6.5
	26 – 35	23	13.5	13.5	20.0
	36 - 46	103	60.6	60.6	80.6
	above 46	33	19.4	19.4	100.0
	Total	170	100.0	100.0	

Source: SPSS output (2025)

From above table as explained for the majority participant were from age 36 – 46 year old, which is about 60.6 % followed by the age categories 26 to 35 counts 13.5% from the total population. Other categories are 19 to 25 categories having 6.5 % and finally they have 19.4 % respondents are above 46 years old Form this it can comprehend that the most respondents are the young, energetic and productive once.

level of education					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	31	18.2	18.2	18.2
	Degree	90	52.9	52.9	71.2
	Master‘s degree	41	24.1	24.1	95.3
	PhDs	8	4.7	4.7	100.0
	Total	170	100.0	100.0	

Source: SPSS output (2025)

From above table the majority of respondents educational background exist on first degree BA/BSC holders which is 52.9 % of the respondent, next to that Master's Degree MA holders are 24.1% , they have 39% Diploma and PhDs holders of respondent. Thus, the majority of respondents were BA/BSC degree holders. This indicates that the respondents are capable of understanding and answering the provided questions considering different angles.

Years of working experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	12	7.1	7.1	7.1
	1-5 years	38	22.4	22.4	29.4
	6-10 years	94	55.3	55.3	84.7
	More than 10 years	26	15.3	15.3	100.0
	Total	170	100.0	100.0	

Source: SPSS output (2025)

From above table Regarding the respondents work experience as shown in the above table the majority 55.3% of the respondents have 6-10 years of working experience whereas 22.4 % of the respondents have 1-5 years of working experience, also Less than 1 year 7.1% While the remaining 15.3% of the respondents had experience of more than 10 years of working experience in O'clock General Trading PLC.

4.2. Descriptive Analysis of the Variables

Descriptive statistics were used to describe the basic features of the data in a study. It provides simple summaries about the sample and the measures. The researcher used descriptive statistics to present quantitative descriptions in a manageable form; each descriptive statistic reduces lots of data into a simpler summary.

According to Best and Kahn (2006), the interpretation of mean scores can be categorized into distinct ranges to provide standardized clarity in analyzing Likert-scale responses. They suggest that a mean score of 4.21–5.00 reflects a "Strongly Agree" level of response, 3.41–4.20 indicates "Agree", 2.61–3.40 shows a "Moderate" or "Neutral/Uncertain" response, 1.81–2.60 denotes a "Disagree", and 1.00–1.80 represents a "Strongly Disagree" level. Therefore, in the context of this study, the descriptive analysis of the mean scores was interpreted based on this scale to ensure consistency with established academic norms and to facilitate meaningful insights.

4.2.1 Operational Efficiency Strategies variable

Operational efficiency strategies are crucial for organizations seeking to enhance productivity and reduce costs. These strategies encompass various approaches aimed at optimizing processes, resource allocation, and overall performance. Research indicates that operational efficiency is significantly influenced by several factors, including human, organizational, and technological elements. Human factors such as employee knowledge, skills, motivation, and engagement are vital; organizations that prioritize hiring, training, and fostering a positive work culture tend to see improved operational outcomes. Organizational factors also play a critical role; effective structures, clear roles, efficient decision-making processes, and a focus on process improvement ensure that resources are allocated effectively and tasks are executed smoothly. (Gowan, 2021)

Table 2 Operational Efficiency Strategies

Descriptive Statistics			
	N	Mean	Std. Deviation
Streamlining operational processes has contributed to the sustainable growth of O’Clock General Trading PLC	170	3.5882	1.42500
Employee training programs improve operational efficiency and support sustainable growth at O’Clock General Trading PLC	170	3.4118	1.65550

Effective energy management in the assembly process for achieving sustainable growth at O'Clock General Trading PLC	170	3.5824	1.08608
Employee skill development programs contribute to operational efficiency and sustainable growth at O'Clock General Trading PLC	170	3.6588	1.54271
Operational efficiency strategies implemented by O'clock General Trading PLC enhance overall productivity	170	3.5876	1.46628
Valid N (listwise)	170		
Grand mean		3.560	1.43

Source: SPSS output (2025)

The results indicate that for Item 1, Streamlining operational processes has contributed to the sustainable growth of O'Clock General Trading PLC the mean value is 3.58 With a standard deviation of 1.42, suggesting that most respondents expressed agreement with this item this finding shows Streamlining operational processes has played a crucial role in the sustainable growth of O'Clock General Trading PLC. By optimizing workflows, reducing inefficiencies, and implementing more effective systems, the company has been able to enhance productivity and minimize waste. This focus on operational efficiency allows O'Clock General Trading to reduce costs while maintaining high-quality standards, ultimately boosting profitability. Additionally, streamlined processes enable the company to adapt quickly to changing market conditions and customer demands, fostering long-term growth and competitiveness in the marketplace.

Similarly, Item 2 Employee training programs improve operational efficiency and support sustainable growth at O'Clock General Trading PLC also has a mean value of 3.41 and a standard deviation of 1.65, reinforcing that respondents rated this item positively agree this finding shows Employee training programs have significantly improved operational efficiency and supported sustainable growth at O'Clock General Trading PLC. By equipping employees with the necessary skills and knowledge, these training initiatives ensure that staff members are more competent and capable of performing their tasks efficiently. This leads to enhanced productivity, fewer errors, and a smoother workflow across departments.

For Item 3, Effective energy management in the assembly process for achieving sustainable growth at O'Clock General Trading PLC the mean value is 3.58 With a standard deviation of

1.08, indicating a stronger level of agreement among employees regarding this item this finding shows Effective energy management in the assembly process has been a key factor in achieving sustainable growth at O'Clock General Trading PLC. By optimizing energy use, the company has been able to reduce operational costs, minimize waste, and lower its environmental impact. Implementing energy-efficient technologies and processes in the assembly line not only conserves resources but also ensures compliance with environmental regulations, enhancing the company's reputation for sustainability.

Item 4 Employee skill development programs contribute to operational efficiency and sustainable growth at O'Clock General Trading PLCwith a mean value of 3.65 and a standard deviation of 1.54, again showing that employees generally agreed with the statement presented this finding shows Employee skill development programs have been instrumental in enhancing operational efficiency and driving sustainable growth at O'Clock General Trading PLC. By providing continuous learning opportunities, the company ensures that its workforce is equipped with up-to-date skills and expertise needed to perform tasks more efficiently. These programs help employees improve their problem-solving abilities, adapt to new technologies, and optimize processes, leading to reduced errors and greater productivity. As a result, the organization operates more smoothly and can better meet market demands.

Finally, Item 5 Operational efficiency strategies implemented by O'clock General Trading PLC enhance overall productivity also has a mean value of 3.58 and a standard deviation of 1.46, further supporting the trend of agreement among respondents this shows The operational efficiency strategies implemented by O'Clock General Trading PLC have significantly enhanced overall productivity. By streamlining workflows, adopting modern technologies, and optimizing resource allocation, the company has been able to reduce unnecessary delays and eliminate inefficiencies in its processes. These strategies include automating routine tasks, improving communication between departments, and continuously evaluating performance to identify areas for improvement. As a result, O'Clock General Trading has seen faster turnaround times, higher-quality output, and better utilization of its workforce and materials. This increase in productivity not only supports the company's immediate goals but also lays a strong foundation for long-term sustainable growth.

Overall, as illustrated in the table above, the collective mean for all items is 3.560. This suggests that employees perceive a favorable level of agreement regarding the items assessed.

4.2.2 Marketing and Sales Strategies variable

Sustainable marketing strategies encompass various approaches, including understanding market dynamics, leveraging content marketing, and utilizing social media effectively. By tailoring messages to address specific consumer needs and values, organizations can foster deeper connections with their audience. Personalization in email marketing and nurturing customer relationships are also emphasized as key tactics for maintaining engagement and driving repeat business. The literature suggests that companies adopting these strategies not only enhance their brand image but also benefit from reduced operational costs through efficient resource utilization. (Anderson, J. , 2016)

Table 3 Marketing and Sales Strategies

Descriptive Statistics			
	N	Mean	Std. Deviation
O'clock General Trading PLC's branding emphasize sustainability to enhance organizational growth	170	3.6824	1.79883
O'clock General Trading PLC's invests sufficiently in digital marketing tools to enhance long-term organizational sustainability	170	2.7824	1.77582
I believe that the sales strategies utilized by O'clock General Trading PLC align with the principles of sustainability.	170	3.5824	1.40293
I believe that the marketing team at O'clock General Trading PLC effectively communicates the company's commitment to sustainability	170	3.8235	1.58899
I believe that the use of digital marketing tools by O'clock General Trading PLC enhances our ability to reach sustainable growth targets.	170	3.9059	1.68265
Valid N (listwise)	170		
Grand mean		3.752	1.644

Source: Own survey & SPSS output (2025)

The results indicate that for Item 1, O'clock General Trading PLC's branding emphasize sustainability to enhance organizational growth the mean value is 3.68 With a standard deviation of 1.79, suggesting that most respondents expressed agreement with this this finding shows By aligning its brand identity with sustainable practices, the company appeals to environmentally conscious customers and stakeholders, positioning itself as a responsible and forward-thinking organization item this finding shows. Similarly, Item 2 O’clock General Trading PLC’s invests sufficiently in digital marketing tools to enhance long-term organizational sustainability also has a mean value of 2.78 and a standard deviation of 1.77, reinforcing that respondents rated this item disagree this finding shows respondents highlighted that insufficient investment in digital marketing could hinder the organization’s ability to adapt to changing consumer preferences and market trends. Many emphasized the importance of utilizing data analytics and targeted marketing campaigns to enhance customer engagement and retention. The consensus among those who disagreed was that a greater commitment to digital marketing resources is necessary for O’clock General Trading PLC to establish a strong online presence and achieve its sustainability goals effectively. For Item 3, I believe that the sales strategies utilized by O’clock General Trading PLC align with the principles of sustainability. the mean value is 3.58 with a standard deviation of 1.40, indicating a stronger level of agreement among employees regarding this item shows O'Clock General Trading ensures that its sales strategies reflect its commitment to sustainability.. Item 4 I believe that the marketing team at O’clock General Trading PLC effectively communicates the company's commitment to sustainability with a mean value of 3.82 and a standard deviation of 1.58, again showing that employees generally agreed with the statement presented this finding shows through well-crafted messaging, the marketing team highlights the company’s eco-friendly practices, sustainable product offerings, and responsible business operations.. Finally, Item 5 I believe that the use of digital marketing tools by O’clock General Trading PLC enhances our ability to reach sustainable growth targets also has a mean value of 3.90 and a standard deviation of 1.68, further supporting the trend of agreement among respondents this finding shows digital marketing facilitates real-time feedback and analytics, enabling the company to adjust its strategies promptly and optimize resource allocation.

Overall, as illustrated in the table above, the collective mean for all items is 3.752. This suggests that employees perceive a favorable level of agreement regarding the items assessed.

4.2.3 Supply Chain Management variable

Supply chain management (SCM) plays a pivotal role in fostering sustainable organizational growth by integrating environmentally and socially responsible practices throughout the entire value chain. Recent empirical studies highlight the importance of sustainable SCM as organizations increasingly recognize the need to address environmental, social, and economic challenges. By prioritizing sustainability in their supply chain operations, companies can minimize their ecological footprint, enhance brand reputation, and achieve compliance with regulatory standards. Research indicates that sustainable supply chains not only reduce waste and emissions but also improve operational efficiency and resilience, ultimately leading to cost savings and increased profitability.

Table 4 Supply Chain Management

Descriptive Statistics			
	N	Mean	Std. Deviation
Maintaining strong relationships with suppliers enhances our supply chain's sustainability and supports organizational growth	170	3.6647	1.68861
I believe that optimizing transportation and logistics processes enhances operational efficiency and contributes to sustainable growth.	170	3.6353	1.75308
O'Clock General Trading PLC integrating advanced technology into supply chain operations supports sustainable growth.	170	3.1029	1.60256
There is lack of collaboration between different departments at O'clock General Trading PLC (e.g., procurement, logistics, and sustainability) for effective supply chain management strategies.	170	3.6706	1.66331
Company's supply chain management strategies are regularly reviewed and updated to adapt to changing market conditions and sustainability best practices	170	3.5824	1.55633
Valid N (listwise)	170		
Grand mean		3.528	1.648

Source: SPSS output (2025)

The results indicate that for Item 1, Maintaining strong relationships with suppliers enhances our supply chain's sustainability and supports organizational growth the mean value is 3.66 With a standard deviation of 1.68, suggesting that most respondents expressed agreement with this item this finding shows By fostering open communication and collaboration with our suppliers, o clock general trading behavior can ensure that they adhere to sustainable practices, such as ethical sourcing, responsible production methods, and environmental stewardship. Similarly, Item 2 I believe that optimizing transportation and logistics processes enhances operational efficiency and contributes to sustainable growth Also has a mean value of 3.63 and a standard deviation of 1.75, reinforcing that respondents rated this item positively agree this finding shows Efficient logistics management ensures that resources are utilized effectively, leading to decreased waste and improved delivery reliability. Additionally, implementing sustainable practices, such as utilizing eco-friendly transportation modes and optimizing routes, supports our commitment to environmental responsibility. For Item 3, O'Clock General Trading PLC integrating advanced technology into supply chain operations supports sustainable growth the mean value is 3.10 With a standard deviation of 1.60, indicating a moderate level of agreement among employees regarding this item this shows respondents pointed out that simply adopting advanced technologies does not guarantee sustainable growth; it requires a strategic approach that includes training staff, aligning technology with organizational goals, and ensuring robust data analytics capabilities. Item 4 O'Clock General Trading PLC integrating advanced technology into supply chain operations supports sustainable growth. with a mean value of 3.67 and a standard deviation of 1.66, again showing that employees generally moderate with the statement presented this finding shows This disconnect can lead to inefficiencies, miscommunication, and fragmented decision-making, ultimately affecting the overall performance of the supply chain. Finally, Item 5 Company's supply chain management strategies are regularly reviewed and updated to adapt to changing market conditions and sustainability best practices also has a mean value of 3.58 and a standard deviation of 1.55, further supporting the trend of agreement among respondents this shows By continuously assessing performance metrics, customer feedback, and industry trends, the company identifies areas for improvement and integrates innovative practices that align with sustainability goals.

Overall, as illustrated in the table above, the collective mean for all items is 3.528. This suggests that employees perceive a favorable level of agreement regarding the items assessed.

4.2.4 Human Resource Management Strategies

Human Resource Management (HRM) strategies are increasingly recognized as vital for fostering sustainable organizational growth by aligning workforce capabilities with sustainability goals. Empirical literature emphasizes that sustainable HRM practices not only enhance employee engagement and satisfaction but also contribute significantly to an organization's overall performance. For instance, studies have shown that implementing sustainable HRM practices—such as green recruitment, training, and development—can cultivate a workforce that is not only skilled but also motivated to participate in sustainability initiatives. *(Allison, 2013)*

Table 5 Human Resource Management

Descriptive Statistics			
	N	Mean	Std. Deviation
Leadership development programs at O’clock General Trading PLC are effective in fostering a culture of sustainability within the organization	170	3.1000	1.54862
Lack of feedback mechanisms for employees at O’clock General Trading PLC negatively affects our ability to adapt HR strategies for sustainability	170	3.5471	1.46381
Lack of recognition and reward systems for sustainable practices at O’clock General Trading PLC diminishes employee motivation and commitment.	170	3.7588	1.52903
Lack of employee training programs at O'clock General Trading PLC negatively impacts for ability to achieve sustainable growth.	170	3.6824	1.40760
I believe that the HR policies at O'clock General Trading PLC align well with the organization's sustainability objectives.	170	3.5941	1.49356
Valid N (listwise)	170		
Grand mean		3.532	1.482

Source: SPSS output (2025)

The results indicate that for Item 1, Leadership development programs at O’clock General Trading PLC are effective in fostering a culture of sustainability within the organization the mean value is 3.10 With a standard deviation of 1.51, suggesting that most respondents expressed moderate with this item this finding shows respondents noted that for these programs to be truly effective, they must not only focus on knowledge dissemination but also actively engage participants in practical sustainability initiatives. Some indicated that without ongoing support and resources. Similarly, Item 2 Lack of feedback mechanisms for employees at O’clock General Trading PLC negatively affects our ability to adapt HR strategies for sustainability also has a mean value of 3.54 and a standard deviation of 1.46, reinforcing that respondents rated this item agree this finding shows Without structured channels for employee input, the organization misses valuable insights and perspectives that could inform HR policies and practices aimed at promoting sustainability. This gap can lead to misalignment between employee needs and the company's sustainability goals, ultimately hindering engagement and motivation. For Item 3, Lack of recognition and reward systems for sustainable practices at O’clock General Trading PLC diminishes employee motivation and commitment. The mean value is 3.75 with a standard deviation of 1.52, indicating a stronger level of agreement among employees regarding this item the finding shows hen employees do not see their efforts toward sustainability acknowledged or rewarded, it can lead to feelings of disengagement and a lack of ownership over their contributions to the company's sustainability goals. Recognition serves as a powerful motivator, reinforcing positive behaviors and encouraging employees to actively participate in initiatives that promote sustainability. Item 4 Lack of employee training programs at O'clock General Trading PLC negatively impacts for ability to achieve sustainable growth with a mean value of 3.68 and a standard deviation of 1.40, again showing that employees generally agreed with the statement presented this finding shows Without proper training, employees may lack the necessary skills and knowledge to effectively implement sustainable practices within their roles. This gap can lead to inefficiencies, mistakes, and missed opportunities for innovation in sustainability initiatives. Finally, Item 5 I believe that the HR policies at O'clock General Trading PLC align well with the organization's sustainability objectives also has a mean value of 3.59 and a standard deviation of 1.49, further supporting the trend of agreement among respondents this shows By integrating sustainability into its HR practices, the company fosters a workplace culture that values environmental responsibility and social accountability.

4.2.5 Sustainable Organization Growth variable

Importance of aligning marketing strategies with sustainability goals Companies that effectively communicate their commitment to sustainable practices can foster customer loyalty and differentiate themselves in competitive markets. Empirical evidence suggests that businesses with strong sustainability credentials often experience higher levels of customer satisfaction and retention, which are critical for long-term growth organizations that invest in research and development to create sustainable products or processes are more likely to achieve competitive advantages. This innovation-driven approach not only meets evolving consumer demands but also contributes to environmental stewardship

Table 6 Supply Chain Management

Descriptive Statistics			
	N	Mean	Std. Deviation
Aligning business management strategies with sustainability goals is essential for the long-term growth of O’Clock General Trading PLC.	170	4.4176	1.20489
I believe that effective strategic planning significantly enhances the organization’s ability to achieve sustainable growth.	170	3.8176	1.56392
I believe that improving operational efficiency directly contributes to the sustainable growth of O’Clock General Trading PLC.	170	3.6824	1.76563
Financial management practices are vital for achieving and maintaining sustainable growth at O’Clock General Trading PLC.	170	4.2647	1.42066
Cross-departmental collaboration is crucial for integrating business strategies and supporting sustainable growth at O’Clock General Trading PLC.	170	3.6412	1.80910
Valid N (listwise)	170		
Grand mean		3.960	1.548

Source: SPSS output (2025)

The results indicate that for Item 1, aligning business management strategies with sustainability goals is essential for the long-term growth of O’Clock General Trading PLC the mean value is 4.

41 With a standard deviation of 1.20, suggesting that most respondents expressed agreement with this item this finding shows This alignment ensures that sustainability is integrated into every aspect of the organization, from operations and supply chain management to marketing and human resources. By prioritizing sustainable Similarly, Item 2 I believe that effective strategic planning significantly enhances the organization's ability to achieve sustainable growth also has a mean value of 3.81 and a standard deviation of 1.56, reinforcing that respondents rated this item positively agree this finding shows By establishing clear goals and outlining actionable steps, strategic planning provides a roadmap for integrating sustainability into all facets of the business. This proactive approach enables the organization to anticipate market trends, regulatory changes, and consumer preferences related to sustainability. For Item 3,I believe that improving operational efficiency directly contributes to the sustainable growth of O'Clock General Trading PLC. the mean value is 3.68 With a standard deviation of 1.76, indicating a stronger level of agreement among employees regarding this item this finding shows By streamlining processes, reducing waste, and optimizing resource utilization, the company can enhance productivity while minimizing its environmental impact. Increased operational efficiency allows O'Clock General Trading to lower costs, improve service delivery, and respond more effectively to market demands. . Item 4 Financial management practices are vital for achieving and maintaining sustainable growth at O'Clock General Trading PLC.with a mean value of 4.26 and a standard deviation of 1.42, again showing that employees generally agreed with the statement presented this finding shows By implementing sound financial strategies, the company can allocate resources efficiently, manage cash flow effectively, and make informed investment decisions that align with its sustainability goals. Robust financial management enables O'Clock General Trading to identify opportunities for cost savings, optimize expenditures, and invest in sustainable technologies and practices that drive long-term growth. . Finally, Item 5 Cross-departmental collaboration is crucial for integrating business strategies and supporting sustainable growth at O'clock General Trading PLC also has a mean value of 3.64 and a standard deviation of 1.80, further supporting the trend of agreement among respondents this shows When departments such as procurement, logistics, marketing, and human resources work together, they can align their efforts towards common sustainability goals, ensuring that every aspect of the organization supports its overarching mission.

Overall, as illustrated in the table above, the collective mean for all items is 3.0. This suggests that employees perceive a favorable level of agreement regarding the items assessed this shows operational Efficiency Streamlining processes to reduce waste, conserve resources, and enhance productivity, all of which support profitability and sustainability also Regularly reviewing and updating business strategies in response to evolving market conditions, consumer demands, and sustainability best practices is key to maintaining relevance and achieving sustainable growth and This collaboration fosters innovation by combining diverse perspectives and expertise, allowing the company to develop more effective and sustainable business practices. For example, joint initiatives can lead to more efficient supply chain management, better resource allocation, and enhanced customer engagement through sustainable product offerings. Additionally, cross-departmental teamwork facilitates communication and knowledge sharing, which helps to identify and address challenges more effectively. By breaking down silos and encouraging collaboration, O’Clock General Trading can create a more agile and responsive organization that is better equipped to adapt to market changes and drive long-term sustainable growth.

4.3 Correlation Analysis

Correlations provide insights into the direction and strength of the relationship between two variables. The correlation coefficient, which ranges from +1 to -1, quantifies this relationship. A coefficient of +1 indicates a perfect positive correlation, meaning that a unit increase in one variable results in an equivalent increase in the other. Conversely, a coefficient of -1 signifies a perfect negative correlation, where a unit decrease in one variable corresponds to a unit decrease in the other. A correlation of 0 suggests no association between the variables (Field, 2005).In this study, Pearson’s rho correlation coefficient was utilized to examine the relationships between independent and dependent variables. To interpret these relationships, guidelines from Field (2005) were employed: a correlation coefficient (rho) between 0.1 and 0.29 indicates a weak correlation, between 0.3 and 0.49 signifies a moderate correlation, and values above 0.5 reflect a strong correlation.

The results of the correlation analysis, presented in the table below, demonstrate that all independent variables exhibit positive correlations with the dependent variable, Sustainable Organization Growth, with coefficients ranging from 0.573 to 0.850. Furthermore, all correlations were found to be statistically significant at the $p<0.01$ level, reinforcing the strength of these relationships

Table 7 Pearson's rho correlation coefficient

Correlations						
		Operational efficiency	Marketing and sales	supply chain management	Human Resource Management	Sustainable Organization Growth
Operational Efficiency	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	170				
Marketing and Sales	Pearson Correlation	.768**	1			
	Sig. (2-tailed)	.000				
	N	170	170			
Supply Chain Management	Pearson Correlation	.635**	.783**	1		
	Sig. (2-tailed)	.000	.000			
	N	170	170	170		
Human Resource Management	Pearson Correlation	.577**	.788**	.656**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	170	170	170	170	
SustainableOrganizationGrowth	Pearson Correlation	.660**	.826**	.768**	.791**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	170	170	170	170	170
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: SPSS output (2025)

The correlation analysis presented in the table reveals the relationships between various operational dimensions and sustainable organization growth. The Pearson correlation coefficients indicate that all independent variables Operational Efficiency, Marketing and Sales, Supply Chain Management, and Human Resource Management exhibit strong positive correlations with the dependent variable, Sustainable Organization Growth. Specifically, the correlation coefficient between Operational Efficiency and Sustainable Organization Growth is 0.660, suggesting a significant positive relationship. Similarly, Marketing and Sales strategies show an even stronger correlation of 0.826 with Sustainable Organization Growth, indicating that improvements in marketing efforts are closely linked to enhanced sustainability outcomes.

Furthermore, Supply Chain Management demonstrates a robust correlation of 0.768 with Sustainable Organization Growth, highlighting the critical role that effective supply chain practices play in achieving sustainability objectives. Human Resource Management strategies also contribute positively with a correlation coefficient of 0.791, reflecting that effective HRM practices are essential for fostering a sustainable organizational culture. All correlations are statistically significant at the $p < 0.01$ level, reinforcing the reliability of these findings. Overall, the data suggests that enhancing operational efficiency, marketing effectiveness, supply chain management, and human resource practices collectively supports sustainable growth within the organization

Table above also shows the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other and all correlations among the independent variables were significant at $p<0.05$ level. The highest positive correlation goes between Human Resource Management strategies and Marketing and sales at rho= 0.788, followed by Marketing and sales and supply chain management at rho= 0.783 followed by Marketing and sales and Operational efficiency at rho= 0.768 As it can be seen in table above, the three independent variables (Operational efficiency and Human Resource Management) exhibited a strong positive correlation among each other.

4.4 Regression Analysis

Linear regression is a method used to estimate or predict a value on a dependent variable based on the values of one or more independent variables. Its primary purpose is to understand how changes in the independent variables (predictors) affect the dependent variable (outcome). Similar to correlations, regression examines the relationship or association between variables. However, unlike correlations, the primary goal of regression is prediction (Geoffrey, 2015). In this study, multiple regression analysis was utilized. Multiple regression allows for the consideration of inter-correlations among all the variables involved. It also accounts for the correlations among the predictor variables (John Adams et al., 2018). Multiple regression analysis involves regressing more than one predictor variable jointly against a criterion variable. This method was employed to assess whether the independent variables could explain the variance in the dependent variable

4.4.1 Diagnostic Tests

Diagnostic tests in regression analysis are essential to ensure the validity and reliability of the model. They help identify any potential issues with the assumptions underlying the regression model, such as multicollinearity, heteroscedasticity, autocorrelation, and normality Autocorrelation occurs when the residuals are correlated with each other, especially in time series data, which can invalidate the model.

Test of Normality

According to (Park, 2016), Test of Normality is used to determine whether the residuals (errors) of a regression model, or a dataset in general, follow a normal distribution. In regression analysis, one of the key assumptions is that the residuals should be normally distributed, especially for hypothesis testing and to ensure the validity of p-values and confidence intervals Normality is essential in regression analysis because it affects the validity of statistical tests and the accuracy of confidence intervals estimates and incorrect inferences in smaller samples or certain types of models. Performing these normality tests allows the researcher to verify whether the assumption of normality holds, helping to ensure that regression results and related statistical conclusions are accurate and reliable.

Assessment of the variables' levels of Skewness and Kurtosis is one of the method will determine normality. Accordingly, the normal distribution is detected based on Skewness and Kurtosis statistics.

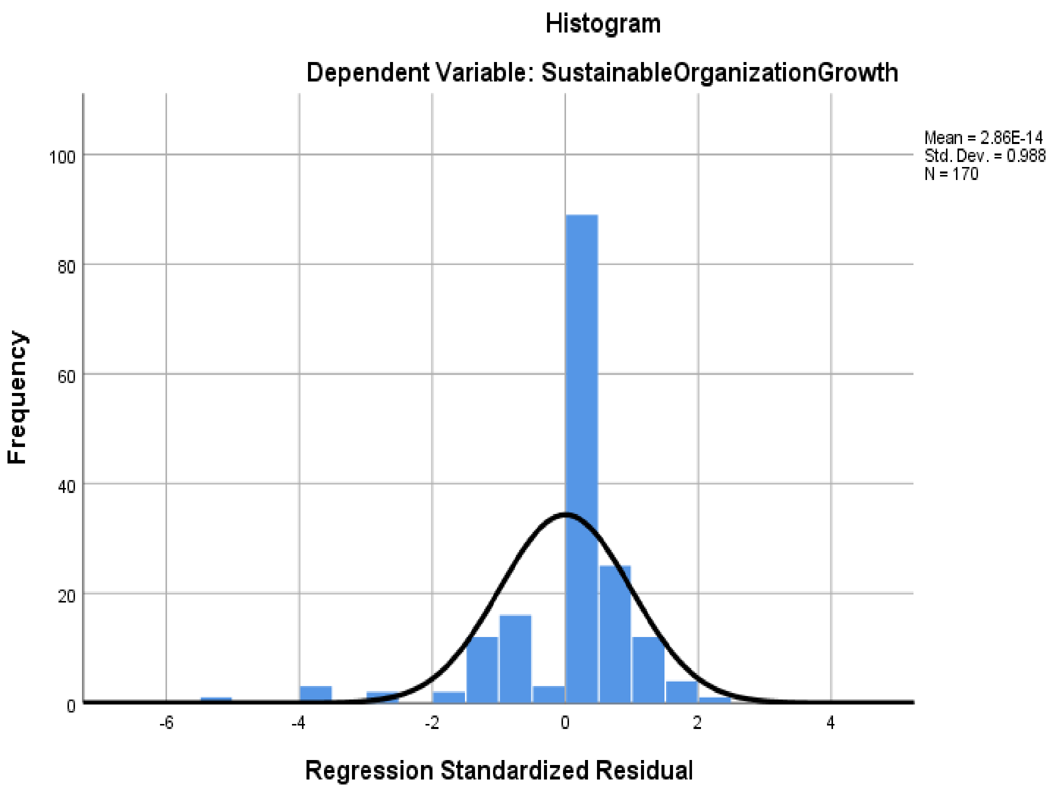
Table 8 Normality of Distribution (Skewness and Kurtosis)

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Operational Efficiency	170	-1.611	.181	3.091	.360
Marketing and Sales	170	-1.855	.181	2.876	.360
Supply Chain Management	170	-1.227	.181	2.951	.360
Human Resource Management	170	-1.454	.181	3.005	.360
Sustainable Organization Growth	170	-1.237	.181	3.010	.360
Valid N (listwise)	170				

Source: SPSS output (2025)

According to George and Mallery (2019), the acceptable range for assessing normality through skewness and kurtosis is between -3 and +3. As illustrated in the table above, all variables exhibit kurtosis and skewness values that fall within this acceptable range, indicating that they are closely aligned with a normal distribution. Skewness measures the asymmetry of the distribution, while kurtosis assesses the "tailedness," or how much of the data is concentrated in the tails compared to a normal distribution. The findings suggest that the data used in this study adheres to the assumption of normality, as all items demonstrate skewness and kurtosis values within the specified limits. This implies that the distribution of data is relatively symmetrical and follows a pattern consistent with normality, thereby validating the use of parametric statistical analyses for further investigation.

Figure 2 histogram



Source: SPSS output (2025)

This is a histogram displaying the regression standardized residuals for the dependent variable "Sustainable Organization Growth

Histogram Bars: The bars represent the frequency distribution of the standardized residuals, which are the differences between observed values and those predicted by the regression model, standardized to have a mean of 0 and a standard deviation of 1. The height of each bar shows how often a specific range of residual values occurs in the dataset.

Normal Distribution Curve: The overlaid curve represents the ideal normal distribution for comparison with the observed distribution of residuals. If the residuals follow a normal distribution, they should closely follow this curve, clustering around zero with fewer residuals as you move away from zero in either direction.

Key Statistics: **Mean = 2.86E-14**: The mean of the residuals is close to zero, which is expected in a well-fitting regression model.

Standard Deviation = 0.998: The standard deviation of approximately 1 indicates that the residuals have been standardized properly.

N = 170: This indicates the sample size (170 observations).

Generally the **majority of the residuals** are clustered near zero, which indicates that the model's predictions are generally close to the observed values.

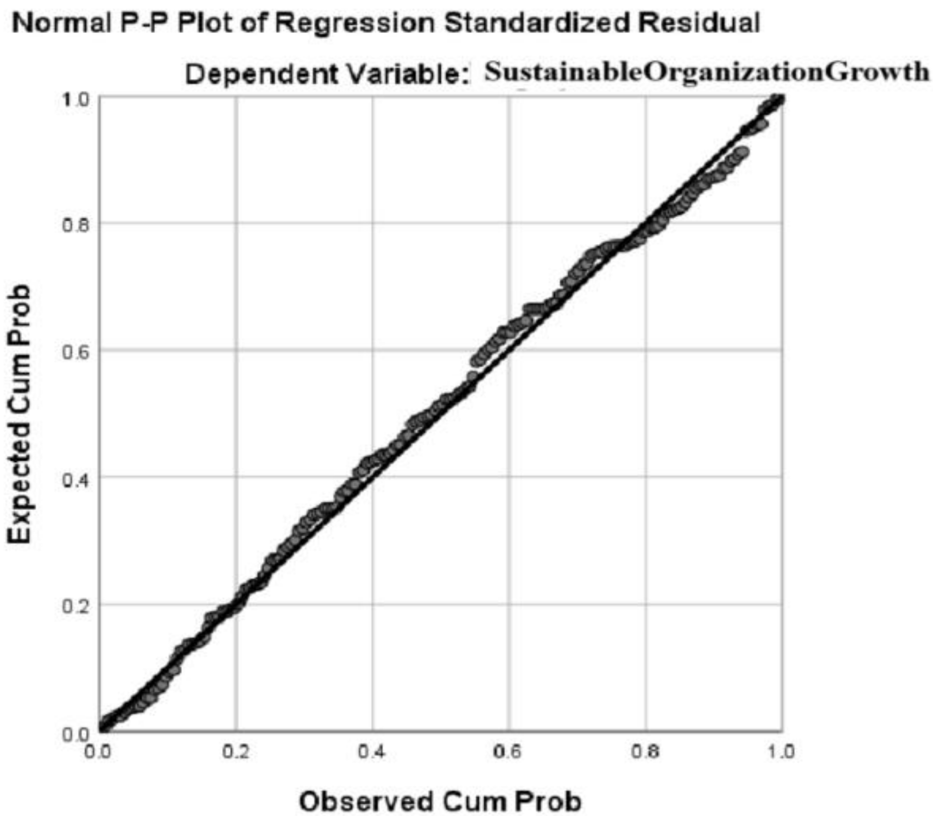
Linearity Assumption

The study exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General Trading PLC this utilized a Normal P-P Plot (Probability-Probability Plot) of the regression standardized residuals to evaluate the linearity of the relationship between the independent and dependent variables. The P-P plot is a graphical method used to compare the distribution of the residuals with a perfectly normal distribution. In the figure, the points on the plot are distributed symmetrically around the diagonal line, which indicates that the model exhibits a clear pattern of linearity.

The diagonal line in the P-P plot represents the expected cumulative probability of a perfectly normal distribution. If the residuals are normally distributed, they should fall close to this line, forming a relatively straight line from the bottom left to the top right of the plot. In this case, the plot shows that most of the points lie along the diagonal, suggesting that the residuals do not exhibit any major deviations from normality.

The Normal P-P Plot confirms that the linear relationship between the independent variables and the dependent variable holds in the regression model. Since the residuals align closely with the diagonal line, the plot suggests that the assumption of linearity is satisfied, and there are no significant deviations from normality. This implies that the regression model is appropriate for making predictions and drawing inferences about the relationship between the variables, as the fundamental assumptions of linear regression appear to be met.

Figure 3 Normal Point Plot of Standardized Residual



Source: SPSS output (2025)

Diagonal Line: The diagonal line in the P-P plot represents a perfect normal distribution. If the residuals are normally distributed, they should align closely with this line.

Data Points: The data points represent the actual standardized residuals from the regression model. If the points closely follow the diagonal line, this indicates that the residuals are approximately normally distributed.

Alignment with the Diagonal: In this plot, the points are very close to the diagonal line, suggesting that the residuals are normally distributed. There are no major deviations, such as significant clustering or patterns away from the line, which would indicate non-normality. The distribution of points appears straight and symmetrical, which is a good sign that the residuals conform well to the assumption of normality.

Generally the fact that the points align closely with the diagonal line suggests that there are no major deviations from normality, meaning the residuals are approximately normally distributed.

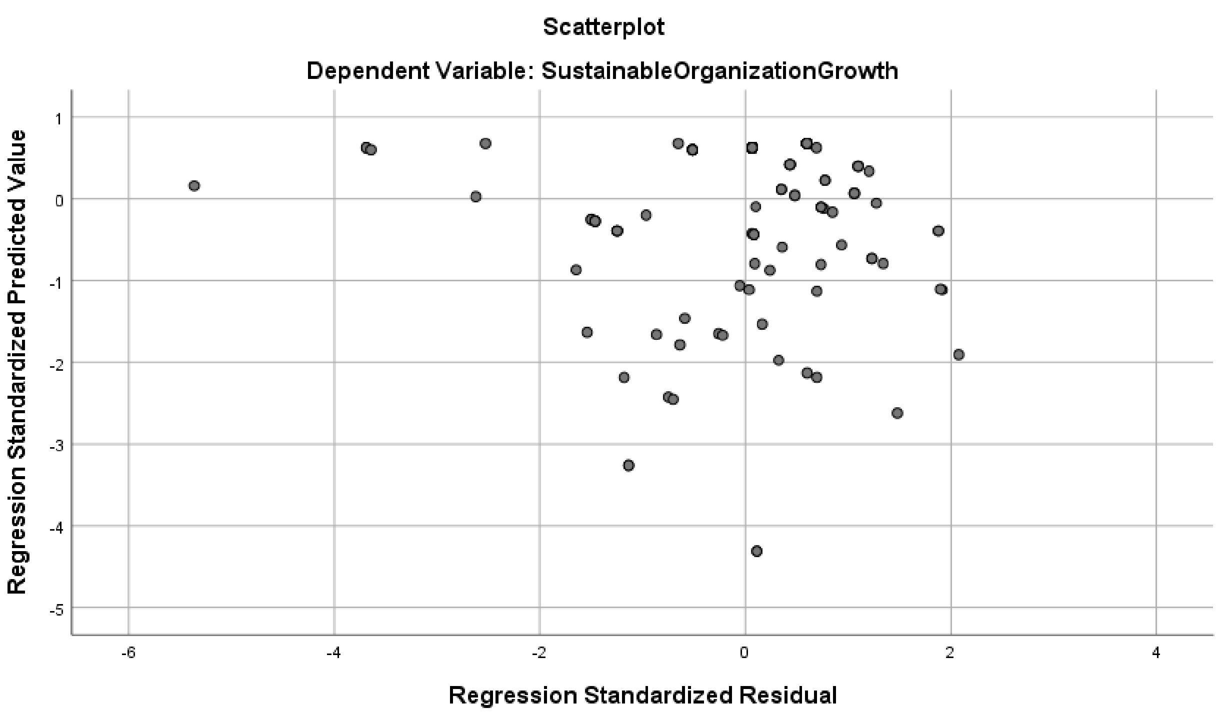
Test of Heteroskedasticity

This assumption can be used to check whether the variance of error is constant or not. If the assumption of constant variance is violated, the standard error could be wrong and any inference made from them became misleading. In other word, if the errors do not have a constant variance, they are said Heteroskedastic (Brook, 2014).

To check Heteroskedasticity there are a number of methods are used, this study employed the visual inspection of residual scatter plot graph. The residual scatter plot is a figure that depicts one axis for the standardized residuals and the other axis for the predicted values. If the Heteroskedasticity assumption is met, the standardized residuals will scatter randomly around a horizontal line which represents the standardized residuals equaling zero (Stevens, 2019).

Based on the Scatter plot output in figure below, it appears that the spots are diffused and do not form a clear specific pattern. So it can be concluded that the regression model does not occur Heteroskedasticity problem.

Figure 4 Heteroskedasticity Test



Source: Own survey & SPSS output (2025)

From above figure Key assumption in linear regression is that the residuals should be randomly distributed, with no systematic patterns.

The points in this scatterplot do not appear to follow a clear pattern, which is generally a good sign. It indicates that the residuals are randomly distributed, meaning the model does not suffer from problems like heteroscedasticity (non-constant variance of residuals) or autocorrelation (where residuals are related to each other).

Centered Around Zero: The residuals appear to be scattered around zero on the Y-axis, which suggests that the model's predictions are reasonably accurate. If the residuals were consistently above or below zero, it would indicate that the model is systematically overestimating or underestimating the values.

No Obvious Pattern: A good linear regression model should show no specific pattern in the residual plot. Here, while there are a few outliers, the residuals are relatively spread across the X-axis, without showing any particular trend, curvature, or clustering. This indicates that the model fits the data reasonably well.

Generally this scatterplot indicates that the residuals are randomly distributed, which suggests that the assumptions of linearity and homoscedasticity (constant variance of residuals) are reasonably met for this regression model. There are some potential outliers, but overall, the plot supports the validity of the model's fit for predicting "Sustainable Organization Growth."

Multicollinearity occurs when two or more independent variables in a regression model are highly correlated, making it difficult to isolate the individual effect of each predictor on the dependent variable. When multicollinearity is present, it can inflate the standard errors of the coefficients, leading to unreliable estimates and possibly incorrect conclusions about the significance of the predictors.

To assess multicollinearity, several methods can be employed. One common approach is to calculate the Variance Inflation Factor (VIF) for each independent variable. The VIF quantifies how much the variance of an estimated regression coefficient increases due to multicollinearity. The commonly used cut-off points mentioned for determining the existence of multicollinearity among independent variables are tolerance value and variance inflation factor (VIF) value. The rule is that when tolerance value is less than 0.2 and the VIF exceeds 10; it is a signal of multicollinearity, which could lead to misleading and/or inaccurate results. Multicollinearity occurs when there are high inter- correlations among some set of the predictor/independent variables. In other words, multicollinearity happens when two or more predictors contain much of the same information. Refer to collinearity Statistics shown below, the tolerance and VIF showed that there was no multicollinearity because VIF of all variables were less than 10 and tolerance of all variables also greater than *0.2.*

Table 9 Result of Multicollinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Operational Efficiency	.605	1.470
	Marketing and Sales	.787	2.348
	Supply Chain Management	.580	2.634
	Human Resource Management	.573	2.682
a. Dependent Variable: Sustainable Organization Growth			

Source: SPSS output (2025)

From the above table the tolerance value is relatively high (above 0.1), and the VIF is well below 10. This suggests that Operational Efficiency does not suffer from problematic multicollinearity. It is fairly independent of the other variables in the model.

Generally all the independent variables (Operational Efficiency, Marketing and Sales, Supply Chain Management, and Human Resource Management) have VIF values below 10 and Tolerance values above 0.1, indicating that multicollinearity is not a major issue in this model.

4.5 Multiple Linear Regression Analysis

(Porter, M. E., & Kramer, M. R. , 2016) Uttered that linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of dependent variable. Hence, multiple linear regressions were conducted to resolve the explanatory power of the independent variables to identify the relationship and determine the principal variables that influenced the Sustainable Organization Growth. This method allowed for a more comprehensive analysis, identifying which factors had the most significant impact on Sustainable Organization Growth. By evaluating the combined effects of multiple predictors, such as Operational Efficiency**,** Marketing and Sales Strategies**,** Supply Chain Management, and Human

Resource Practices**,** the model provided deeper insights into how these variables interact and collectively contribute to organizational sustainability.

Table 10 model summary

Model Summary[b]								
					Change Statistics			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	Sig. F Change	Durbin-Watson
1	.875[a]	.765	.760	.26640	.765	134.652	.000	1.778
a. Predictors: (Constant), Human Resource Management, Operational Efficiency, Supply Chain Management, Marketing and Sales								
b. Dependent Variable: Sustainable Organization Growth								

Source: SPSS output (2025)

From the above table **R (Multiple Correlation Coefficient)**: This is the correlation coefficient between the observed and predicted values of the dependent variable (Sustainable Organization Growth). A value of 0.875 indicates a strong positive relationship, meaning the model's predictions are highly correlated with the actual data.

R Square (Coefficient of Determination): tells us the proportion of the variance in the dependent variable that is explained by the independent variables. In this case, **76.5%** of the variation in Sustainable Organization Growth is explained by the four predictors (Human Resource Management, Operational Efficiency, Supply Chain Management, and Marketing and Sales). This indicates a high level of explanatory power, meaning the model is effective at explaining the changes in the dependent variable.

Adjusted R Square:**Value:** Adjusted R Square adjusts the R Square value for the number of predictors in the model. It provides a more accurate estimate of the true explanatory power of the model, especially when multiple predictors are involved. A value of 0.760 means that, after adjusting for the number of predictors, the model still explains 76% of the variance in Sustainable Organization Growth. The small difference between R Square and Adjusted R Square suggests that the additional predictors are relevant and not overly complicating the model.

Std. Error of the Estimate: This is the standard deviation of the residuals (errors). It indicates the average distance that the observed values fall from the regression line. A lower value of **0.26640** suggests that the model's predictions are quite close to the actual observed values, meaning the model is fitting the data well.

R Square Change: This statistic indicates how much the R Square value has changed with the inclusion of the predictors in the model. In this case, the R Square change is the same as the R Square (0.765), which means that all predictors together explain 76.5% of the variance in the dependent variable.

F Change: This is the F-statistic for testing whether the change in R Square is significant. A high F-value (134.652) suggests that the model provides a good fit to the data, and the change in R Square is statistically significant.

Sig. F Change (p-value): The **p-value** indicates whether the regression model as a whole is statistically significant. A value of 0.000 (less than 0.05) shows that the model is statistically significant, meaning that the independent variables collectively have a significant effect on the dependent variable (Sustainable Organization Growth).

Durbin-Watson statistic tests for the presence of autocorrelation (correlation of residuals) in the residuals from the regression analysis. A value close to 2 indicates no autocorrelation, while values significantly less than 2 suggest positive autocorrelation. A value of 1.778 is very close to 2, suggesting that there is little to no autocorrelation in the residuals, and the assumption of independence is met.

4.5.1 Analysis of Variance (ANOVA)

Table 11 ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.225	4	9.556	134.652	.000[b]
	Residual	11.710	165	.071		
	Total	49.935	169			
a. Dependent Variable: Sustainable Organization Growth						
b. Predictors: (Constant), Human Resource Management, Operational Efficiency, Supply Chain Management, Marketing and Sales						

Source: SPSS output (2025)

The ANOVA (Analysis of Variance) table provides important details about the overall significance of the regression model used to predict Sustainable Organization Growth based on the independent variables: Human Resource Management**,** Operational Efficiency**,** Supply Chain Management**,** and Marketing and Sales

Regression Sum of Squares (38.225): This represents the portion of the total variability in Sustainable Organization Growth that is explained by the independent variables (Human Resource Management, Operational Efficiency, Supply Chain Management, and Marketing and Sales). A higher value means that a large portion of the variance is explained by the model.

Total Sum of Squares (49.935): This is the total variability in the dependent variable before any predictors are considered. It is the sum of the Regression Sum of Squares and the Residual Sum of Squares. In this case, it reflects the total variation in Sustainable Organization Growth across the data set.

Significance (Sig.): The p-value indicates whether the overall model is statistically significant. A p-value less than 0.05 suggests that the model is significant and that there is a very low probability that the relationship observed is due to chance, the p-value is 0.000, which means that the regression model is highly significant. This indicates that at least one of the independent variables has a significant effect on the

Generally the regression model is statistically significant as a whole, with a very high F-statistic of 134.652 and a p-value of 0.000, meaning that the independent variables collectively explain a significant portion of the variance in Sustainable Organization Growth. The Sum of Squares values show that a large portion of the total variation (38.225 out of 49.935) is explained by the model, while a smaller portion (11.710) is unexplained, further confirming the model's effectiveness

4.5.2 Determination of Coefficients

Table 12 Coefficients

Coefficients[a]						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.248	.191		1.303	.000
	Operational Efficiency	.261	.076	.264	4.086	.000
	Marketing and Sales	.370	.081	.292	3.349	.000
	Supply Chain Management	.265	.060	.273	4.455	.000
	Human Resource Management	.322	.058	.345	5.581	.000
a. Dependent Variable: Sustainable Organization Growth						

Source: SPSS output (2025)

In order to establish the effect that each independent variable has on the dependent variable, the study checked the Un-Standardized Coefficients These coefficients represent the change in the dependent variable (Sustainable Organization Growth) a one-unit change in the independent variable while holding all other variables constant. As indicated in the above table, all of the independent variables were significant at P-values less than 0.05 indicating that the four independent variables considered are statistically significant. From the above model summary table, the regression equation is:-

Y= 0.248+ 0.261X1 + 0.371X2 + 0.265X3 + 0.322X4

Where:

X1 = Operational Efficiency

X2 =Marketing and Sales

X3 = Supply Chain Management

X4 = Human Resource Management

Ei = Error term

From the above multiple regression equation one can see that all the dimension of the Effect business strategy management positively affects Sustainable Organization Growth. Unstandardized coefficient (βeta value) indicates the degree of importance of each Effect of business strategy management of Sustainable Organization Growth dimensions towards Sustainable Organization Growth; accordingly, the dimensions can be ranked in the following manners on the basis of their contribution/importance.

1. Marketing and Sales β = 0.370
2. Human Resource Management β = 0.332
3. Supply Chain Management β = 0.265
4. Operational Efficiency β = 0.261

Generally Marketing and Sales has the highest impact on Sustainable Organization Growth with a standardized coefficient (Beta) of 0.370, Marketing and Sales the highest t-value (4.086)**,** and is highly significant **(**p-value = 0.000**).** This suggests that investing in and focusing on has the strongest positive influence on the company's sustainable growth. Human Resource Management has a substantial impact as well, with a Beta of 0.322 and a significant t-value (5.581)**,** which also indicates that human resource practices are key drivers of sustainability. Operational

Efficiency and Supply Chain Management both contribute significantly to organizational sustainability with Beta values of 0.265 and 0.261, respectively, confirming that improving operations and supply chain practices are important components of long-term growth.

4.6 Hypothesis Testing and Discussions

The above section of this chapter presents the overall results of the study. In this section of the study, the researcher presents a further detail discussion on each of the signs and significant relationship between the dependent variable and explanatory variables.

4.6.1 Operational Efficiency Strategies and Sustainable Organization Growth

The regression test of the relationship between the level of independent and dependent variables was conducted to come up with an insight into the effect of Operational Efficiency Strategies and Sustainable Organization Growth in ($p<0.001$). Based on the regression results, the level of Operational Efficiency Strategies is positive (Beta value β = 0.261 associated with Sustainable Organization Growth it is a statistically significant (P=.000) effect on Sustainable Organization Growth in the case of O'clock General Trading PLC. The Beta coefficient (β=0.261) quantifies the change in Sustainable Organization Growth for each unit increase in Operational Efficiency Strategies. Based on this result, the hypothesis formulated at the start of the study is accepted.

This finding aligns with existing literature. According to Porter (2021)**,** operational efficiency enables organizations to optimize resource utilization, reduce waste, and improve productivity, which in turn leads to sustainable competitive advantage and long-term growth. Similarly, Kaplan and Norton (2014**)** emphasize that process improvement and efficient internal operations—measured through key performance indicatorsare essential for achieving sustainable growth outcomes. Lozano (2018) also noted that organizations that systematically implement efficiency strategies (e.g., lean operations, cost control, quality management) tend to enhance organizational sustainability through improved environmental and financial performance.

H1*:* Operational Efficiency Strategies *is positively and significantly effects on* Sustainable Organization Growth. *(Accepted)*

4.6.2 Marketing and Sales Strategies and Sustainable Organization Growth

The regression test of relationship between the level of Marketing and Sales Strategies and Sustainable Organization Growth was conducted Based on the regression results, level of Marketing and Sales Strategies is positive (Beta value β = 0.370associated with Sustainable Organization. it is statistically significant (P=.000) effect on Sustainable Organization in O'clock

General Trading PLC the Beta coefficient (β=0.370) quantifies the expected increase in Sustainable Organization Growth for each unit increase in Marketing and Sales Strategies.

According to Kotler and Keller (2016), effective marketing and sales strategies enhance a company's ability to meet customer needs, increase market share, and build long-term customer relationships all of which are essential for sustainable growth. Additionally, Cravens and Piercy (2013) argue that strategic marketing aligns organizational offerings with customer value propositions, which drives revenue, brand loyalty, and business sustainability. Furthermore, Dibb and Simkin (2013) highlight that integrated marketing and sales strategies improve both internal efficiency and external market responsiveness, contributing directly to long-term organizational performance.

***H2**:* Marketing and Sales Strategies *is positively and significantly effects on* Sustainable Organization Growth*. (Accepted)*

4.6.3 Supply Chain Management Strategies and Sustainable Organization Growth

The regression test of relationship between the level of Supply Chain Management Strategies and Sustainable Organization Growth was conducted to come up with an insight on the effect of Supply Chain Management Strategies and Sustainable Organization Growth ($p<0.001$). Based on the regression results, level of Supply Chain Management Strategies is positively (Beta value β = 0.265 associated with Sustainable Organization Growth it is statistically significant (P=.000) effect on Sustainable Organization Growth in O’clock General Trading PLC also The Beta coefficient (β=0.265) quantifies the effect of Supply Chain Management Strategies on Sustainable Organization Growth. Based on this result, the hypothesis formulated at the start of the study is accepted.

According to Christopher (2016), effective supply chain management (SCM) enhances organizational agility, reduces operational costs, and ensures timely deliveries, which are critical elements of sustainable growth. Similarly, Chopra and Meindl (2019) emphasize that strategic SCM practices such as supplier collaboration, demand forecasting, and inventory optimization contribute directly to long-term organizational performance and sustainability. Moreover, Mentzer et al. (2001) argue that integrated supply chain strategies improve resource utilization and responsiveness to market demands, which are vital for sustained business success.

***H3**:* Supply Chain Management Strategies is *positively and significantly effects on* Sustainable Organization Growth. (Accepted)

4.6.4 Human Resource Management Strategies and Sustainable Organization Growth

The regression test of relationship between the level of Human Resource Management Strategies and Sustainable Organization Growth was conducted to come up with an insight on the effect of Human Resource Management Strategies and Sustainable Organization Growth ($p<0.001$). Based on the regression results, level of Human Resource Management Strategies is positively (Beta value $\beta=0.293$ associated with Sustainable Organization growth is statistically significant ($P=.000$) effect on Sustainable Organization Growth in O'clock General Trading PLC The Beta coefficient ($\beta=0.293$) indicates that for each unit increase in Human Resource Management Strategies, Sustainable Organization Growth is expected to increase by approximately 0.293 units. This relatively high Beta value suggests that Human Resource Management Strategies is a strong predictor of Sustainable Organization Growth.

According to Armstrong and Taylor (2014), effective HRM practices such as training and development, performance management, and employee engagement contribute significantly to organizational productivity, innovation, and long-term sustainability. Similarly, Wright and McMahan (2011) highlight the strategic role of human capital in sustaining competitive advantage, arguing that well-aligned HR strategies enhance organizational adaptability and resilience. Ulrich et al. (2012) also emphasize that integrated HRM strategies not only improve employee performance but also align workforce capabilities with strategic organizational goals, thereby fostering sustainable growth.

Based on this result, the hypothesis formulated at the start of the study is accepted.

H4*:* Human Resource Management Strategies is *positively and significantly effects on* Sustainable Organization Growth. (Accepted)

In general, the multiple regression analysis on table below clearly demonstrates that independent Business Management Strategies (Operational Efficiency Strategies, Marketing and Sales Strategies, Supply Chain Management Strategies and Human Resource Management Strategies) has a positive and significant effect on the dependent variable of Sustainable Organization Growth.

Table 13 Summary of Hypothesis Testing

Hypothesis	Decision based on the finding	Reason Significant
H1: Operational Efficiency Strategies is positively and significantly effects on Sustainable Organization Growth.	Accepted	0.00
H2: Marketing and Sales is positively and significantly effects on Sustainable Organization Growth.	Accepted	0.00
H3: Supply Chain Management positively and significantly effects on Sustainable Organization Growth	Accepted	0.00
H4: Human Resource Management is positively and significantly effects on Sustainable Organization Growth	Accepted	0.00

Source: Survey result (2025)

All independent variables (Operational Efficiency**,** Marketing and Sales**,** Supply Chain Management, and Human Resource Management**)** significantly and positively influence Sustainable Organization Growth**,** with Human Resource Management having the largest effect, followed by Marketing and Sales. These results suggest that focusing on a combination of these areas will enhance sustainable growth for the organization.

CHAPTER FIVE

5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introductions

The chapter on Summary of Findings, Conclusion, and Recommendations provides an overview of the key results obtained from the research, synthesizing the major findings about the objectives of the study. It draws meaningful conclusions based on the data analysis, highlighting the implications of the results for the organization. Furthermore, this section offers well-considered recommendations, providing practical and actionable insights that can support organizational improvement. The recommendations are aimed at addressing identified challenges and leveraging strengths to enhance sustainable growth. Together, these components aim to connect the research findings with strategic actions, ensuring relevance to real-world applications

5.2 Summary of Major Findings

- The overall objective of this study gives an insight how Business Management Strategies and its effect on Sustainable Organization Growth which in return helps them to O'clock General Trading PLC identify gaps between Business Management strategies the current Sustainable Organization Growth and dimensions which contributes to Sustainable Organization Growth . In this study mixed research approach is implemented and due to the purpose a descriptive and explanatory research design was used. The target population for this study was that Executive Management Team, business strategies officer, Financial Officer, Operating Officer, Department Heads, Team Leaders, Technical Staff, marketing, Suppliers team and human resources department Addis Ababa, those who In this study, both primary and secondary data were used as source of information. Based on the research objective, English questionnaires were prepared. The populations of this study are 175 key account respondent at O'clock General Trading PLC this study were approached using the researcher uses one of the combination of purposive and stratified random sampling techniques, stratified random sampling because it assures that can represent not only the overall population
- Moreover, demographic characteristic majority of the respondent's gender profile indicated that; gender profile indicated that; 68.8 % of the participants are male and the

rest 31.2% are female. Besides, majority of the respondent's age categories 36 to 46 counts 660.6 % have most respondents are the young, energetic and productive once. majority 55.3 % of the respondents have 6-10 years of respondent experience years' of relationship with the O'clock General Trading PLC Majority of respondent's educational background exist on first degree BA/BSC holders which is 52.2 % of the respondent.

- The findings from the descriptive analysis in the study revealed that for dimensions of Business Management Strategies by giving the higher rate of scale Marketing and Sales Strategies (mean=3.752, SD=1.534),followed by Operational efficiency (mean=3.560, SD= 1.430), Human Resource Management (mean=3.532, SD= 1.482 and Supply chain management (mean=3.528, SD= 1.648).
- Furthermore, Pearson Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). the correlation coefficient between Operational Efficiency and Sustainable Organization Growth is 0.660, suggesting a significant positive relationship. Similarly, Marketing and Sales strategies show an even stronger correlation of 0.826 with Sustainable Organization Growth, indicating that improvements in marketing efforts are closely linked to enhanced sustainability outcomes. Furthermore, Supply Chain Management demonstrates a robust correlation of 0.768 with Sustainable Organization Growth, Human Resource Management strategies also contribute positively with a correlation coefficient of 0.791.
- R Square (Coefficient of Determination): tells us the proportion of the variance in the dependent variable that is explained by the independent variables. In this case, **76.5%** of the variation in Sustainable Organization Growth is explained by the four predictors (Human Resource Management, Operational Efficiency, Supply Chain Management, and Marketing and Sales) A value of 0.760 means that, after adjusting for the number of predictors, the model still explains 76% of the variance in Sustainable Organization Growth.
- All independent variables (Operational Efficiency**,** Marketing and Sales**,** Supply Chain Management**,** and Human Resource Management**)** significantly and positively influence Sustainable Organization Growth, with Human Resource Management having the largest effect, followed by Marketing and Sales**.** These results suggest that focusing on a combination of these areas will enhance sustainable growth for the organization.

5.3 Conclusions

The study's objective was to Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: In the case of O'clock General Trading PLC the researcher used both descriptive and inferential statistics and based on the findings the researcher made the research thesis to an end by outlining the following conclusions.

Based on the objective the researcher concludes that operational efficiency strategies have a significant and positive effect on the organizational growth of O'Clock General Trading PLC. By streamlining processes, optimizing resource utilization, and improving workflow management, the company has been able to enhance productivity and reduce operational costs, contributing to sustainable growth. The findings suggest that a strong focus on operational efficiency not only supports immediate financial performance but also strengthens the organization's long-term competitiveness and resilience in the market. Furthermore, the study highlights the importance of continuous improvement in operational practices as a key driver for achieving sustained success. Therefore, investing in the development and implementation of advanced efficiency strategies is essential for O'Clock General Trading PLC's ongoing growth and market leadership.

Based on the objective the researcher concludes marketing and sales strategies play in driving sustainable organizational growth at O'Clock General Trading PLC The company's targeted marketing efforts, combined with well-executed sales strategies, have contributed to an enhanced market presence, customer engagement, and long-term profitability. By aligning these strategies with sustainability principles, O'Clock General Trading PLC has been able to not only increase revenue but also build a strong brand reputation centered on environmental and social responsibility. The findings indicate that effective marketing and sales initiatives are integral to supporting the company's growth objectives, ensuring both competitive advantage and sustainability. To continue on this path, O'Clock should further invest in innovative marketing approaches and sales techniques that resonate with the evolving demands of a sustainability-conscious market.

Based on the objective the researcher concludes that supply chain management strategies significantly influence the sustainable growth of O'Clock General Trading PLC. By optimizing procurement processes, improving supplier relationships, and integrating efficient logistics and distribution systems, the company has enhanced its operational performance and ensured a consistent flow of resources. These strategies have not only reduced costs and waste but have also aligned with the company's sustainability goals, contributing to long-term resilience and growth. The research highlights that effective supply chain management is crucial for maintaining competitive advantage and ensuring that the organization adapts to evolving market conditions while maintaining sustainability. Moving forward, continuous improvement in supply chain practices, particularly with a focus on sustainability and technology integration, will be essential to drive further organizational growth and success at O'Clock General Trading PLC.

Based on the results of the descriptive statistics it is pertinent to conclude that most of respondents agreed on the statement The low feedback mechanisms for employees at O’Clock General Trading PLC negatively impacts our ability to adapt human resource strategies for sustainability. Without structured channels for employee input, the organization misses valuable insights and perspectives that could inform HR policies and practices aimed at promoting sustainability. This gap can lead to misalignment between employee needs and the company's sustainability goals, ultimately hindering engagement and motivation.

Moreover, without regular feedback, it becomes challenging to identify areas for improvement or to measure the effectiveness of existing HR strategies. This limitation can stifle innovation and reduce the organization's capacity to implement sustainable practices effectively. To foster a culture of sustainability, it is essential for O’Clock General Trading to establish robust feedback mechanisms that encourage open communication and collaboration among employees, ensuring that HR strategies are responsive and aligned with both organizational and sustainability objectives.

Based on the results of the descriptive statistics low employee training programs at O’Clock General Trading PLC negatively impacts our ability to achieve sustainable growth. Without proper training, employees may lack the necessary skills and knowledge to effectively implement sustainable practices within their roles. This gap can lead to inefficiencies, mistakes, and missed opportunities for innovation in sustainability initiatives. Furthermore, when employees are not equipped with the latest information on sustainable methods and technologies, the organization may struggle to keep pace with industry standards and evolving customer expectations. Additionally, the absence of training can affect employee engagement and morale, as workers may feel unprepared and unsupported in their efforts to contribute to the company’s sustainability goals

Based on the result the researcher concludes Correlation and regression analyses reveal a strong, positive, and significant relationship between the dimensions all correlations are statistically significant level, reinforcing the reliability of these findings. Overall, the data suggests that enhancing operational efficiency, marketing effectiveness, supply chain management, and human resource practices collectively supports sustainable growth within the O'Clock General Trading.

5.4 Recommendations

Based on the conclusion drawn from the study and the established research problems and research questions, the research required to forward realistic and applicable recommendations.
Accordingly, the following recommendations were suggested by the researcher.

Based on the findings, the researcher recommended that O'Clock General Trading PLC continue to prioritize and expand its operational efficiency strategies to ensure ongoing organizational growth. The company should invest in advanced technologies and automation tools to further streamline processes and optimize resource utilization. Regular performance assessments and continuous improvement initiatives should be embedded into the operational framework to identify inefficiencies and implement corrective actions swiftly. By adopting a proactive approach to operational efficiency, O'Clock General Trading PLC can enhance its long-term competitiveness, reduce costs, and maintain a strong market position. Additionally, integrating sustainability considerations into these efficiency strategies will further align the company's growth objectives with its Sustainable Organization Growth, environmental and social responsibilities.

In order to enhance Sustainable Organization Growth the researcher recommended that O'Clock General Trading PLC further strengthen its marketing and sales strategies to drive sustainable organizational growth. The company should invest in innovative, data-driven marketing approaches that leverage digital platforms and customer insights to enhance targeting and personalization. Expanding the use of digital marketing tools will not only increase market reach but also improve customer engagement and retention. Additionally, aligning marketing and sales strategies with sustainability trends should remain a priority, as consumers increasingly seek environmentally and socially responsible brands. O'Clock should also focus on training its sales teams to effectively communicate the company's sustainability values and unique selling points. To maintain competitive advantage, ongoing evaluation of market dynamics and consumer behavior is essential, ensuring that marketing efforts remain adaptable to shifting trends. By continuously innovating in both marketing and sales strategies, O'Clock General Trading PLC will be well-positioned for sustained profitability and growth in a competitive, sustainability-conscious marketplace.

Based on the findings, the researcher recommended that O'Clock General Trading PLC continue to enhance its supply chain management strategies to further drive sustainable growth. The company should invest in data analytics, and supply chain management software, to improve the efficiency and transparency of procurement, logistics, and distribution systems. Strengthening partnerships with suppliers is also key, as fostering long-term, collaborative relationships can lead to more reliable supply chains and reduced risks.

Additionally, integrating sustainability into every aspect of the supply chain—from sourcing to delivery—will not only help in reducing waste and operational costs but also reinforce the company's commitment to environmental and social responsibility. Continuous monitoring and adaptation of supply chain practices to market changes and sustainability best practices will be crucial. By maintaining a focus on innovation, collaboration, and sustainability, O'Clock General Trading PLC can ensure that its supply chain remains a key driver of long-term growth and competitive advantage.

Based on the results, the researcher recommended that O'Clock General Trading PLC establish and strengthen formal feedback mechanisms to enhance the alignment between human resource strategies and sustainability goals. Structured and regular feedback channels, such as employee surveys, suggestion boxes, and open forums, should be implemented to encourage employees to share their insights, experiences, and suggestions.

This were allow the organization to gather valuable input from its workforce, ensuring that HR policies are responsive to employee needs and evolving sustainability objectives. Regular feedback will also help the company identify areas for improvement and gauge the effectiveness of existing HR strategies, By actively involving employees in the decision-making process, O'Clock General Trading PLC can boost engagement, motivation, and innovation, ultimately supporting more effective and sustainable business practices. Encouraging open communication will ensure that HR strategies are not only aligned with organizational goals but also contribute to the company's long-term sustainability efforts.

Based on the results, the recommended that O'Clock General Trading PLC prioritize the development and implementation of comprehensive employee training programs focused on sustainability These programs should equip employees with the necessary skills, knowledge, and tools to effectively incorporate sustainable practices into their daily operations. Training initiatives should cover the latest industry standards, technologies, and best practices in sustainability to ensure that the workforce stays current and competitive. By investing in regular and targeted training, the company can improve operational efficiency, reduce mistakes, and seize opportunities for innovation in its sustainability efforts.

5.5 Suggestion for Further Research

For further research, it is suggested that future studies explore the broader impact of operational efficiency, marketing, sales, and supply chain strategies on sustainable organizational growth across various industries. A comparative analysis could reveal industry-specific practices and benchmarks that may enhance sustainability outcomes. Additionally, a longitudinal study examining the long-term effects of these strategies on organizational growth would offer valuable insights into their lasting influence. Further research could also focus on the role of employee engagement, investigating how feedback mechanisms, training, and participation in sustainability initiatives impact overall success. Moreover, with the increasing importance of technology, examining how the integration of advanced tools such as AI and automation influences sustainability in supply chains and operations could be beneficial.

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Questionnaires

ST. MARY'S UNIVERSITY

SCHOOL OF POST GRADUATE STUDENTS

Dear Sir/Madam

I am Lemlem Mulugeta, this questionnaire is prepared by MBA student in the Department of Business Administration at St. Mary's university. I am undertaking a research on this topic "Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: in the case of O'clock General Trading plc" for the partial fulfillment of the requirements of the Master of Business Administration General The aim of this questionnaire is to identify the business management strategies. The results of the study will have a paramount important to the institutions, to owners, to clients, to concerned government offices and policy makers and others. To this end, this questionnaire is prepared to gather pertinent information.

I sincerely assure you that the information you provide will be used only for academic purposes. Your involvement is regarded as a great input to the quality of the research results. Your honest and thoughtful response is invaluable.

Please put the tick mark (√) on the appropriate space as per your choice for each closed-ended question and the appropriate reason for open-ended questions.

Yours faithfully,

Lemlem Mulugeta

Part I: Demographic Information

Please use tick mark (√) in the space provided to choose from the options given and answer in writing where appropriate.

1. Gender

A) Male ☐ B) Female ☐

2. Which age group do you fall under?

A) 18 – 24 years ☐ C) 35 - 44 years ☐ E) 55 years plus ☐

B) 25 – 34 years ☐ D) 45-54 years ☐

3. What is your marital status?

A) Single ☐ B) Married ☐ C) Divorced ☐ D) Widowed ☐

4. What is your level of education?

A) diploma ☐ C) Master‘s Degree ☐

B) Bachelor‘s Degree ☐ D) other ☐

6. How long have you been customer of O’clock General trading plc?

A) Less than 1 year ☐ C) 6-10 years ☐

B) 1-5 years ☐ D) More than 10 years ☐

Part II. Questions regarding to Exploring the intersection of business management strategies for Sustainable Organization Growth: in the case of O’clock General trading plc

Below are lists of questioners relating to Exploring the intersection of business management strategies for sustainable organization growth Please indicate whether you agree or disagree with each statement by ticking (√) on the spaces that specify your choice from the options that range from “strongly agree” to” strongly disagree.”

Key

SA=strongly agree N= Neutral SD= Strongly Disagree

A=Agree D= Disagree

In your organization……………						
S. No	**Descriptions**	**Scaling**				
	Questions related to Operational Efficiency Strategies	**SA**	**A**	**N**	**D**	**SD**
1.1	Streamlining operational processes has contributed to the sustainable growth of O’Clock General Trading PLC					
1.2	Employee training programs improve operational efficiency and support sustainable growth at O’Clock General Trading PLC?					
1.3	Effective energy management in the assembly process for achieving sustainable growth at O’Clock General Trading PLC					
1.4	Employee skill development programs contribute to operational efficiency and sustainable growth at O’Clock General Trading PLC?					
1.5	Operational efficiency strategies implemented by O'clock General Trading PLC enhance overall productivity?					
2) Questions related to Marketing and Sales Strategies						

2.1	O’clock General Trading PLC’s branding emphasize sustainability to enhance organizational growth					
2.2	I believe that the marketing strategies employed by O’clock General Trading PLC effectively contribute to sustainable organizational growth.					
2.3	I believe that the sales strategies utilized by O’clock General Trading PLC align with the principles of sustainability.					
2.4	I believe that the marketing team at O’clock General Trading PLC effectively communicates the company's commitment to sustainability					
2.5	I believe that the use of digital marketing tools by O’clock General Trading PLC enhances our ability to reach sustainable growth targets.					
3) Questions related to Supply Chain Management Strategies						
3.1	Maintaining strong relationships with suppliers enhances our supply chain's sustainability and supports organizational growth					
3.2	I believe that optimizing transportation and logistics processes enhances operational efficiency and contributes to sustainable growth.					
3.3	O’Clock General Trading PLC integrating advanced technology into supply chain operations supports sustainable growth.					
3.4	There is lack of collaboration between different departments at O'clock General Trading PLC (e.g., procurement, logistics, and sustainability) for effective supply chain management strategies.					
3.5	Company's supply chain management strategies are regularly reviewed and updated to adapt to changing market conditions and sustainability best practices					

	4. Questions related to Human Resource Management Strategies					
4.1	Leadership development programs at O’clock General Trading PLC are effective in fostering a culture of sustainability within the organization					
4.2	Lack of feedback mechanisms for employees at O’clock General Trading PLC negatively affects our ability to adapt HR strategies for sustainability					
4.3	Lack of recognition and reward systems for sustainable practices at O’clock General Trading PLC diminishes employee motivation and commitment.					
4.4	Lack of employee training programs at O'clock General Trading PLC negatively impacts for ability to achieve sustainable growth.					
4.5	I believe that the HR policies at O'clock General Trading PLC align well with the organization's sustainability objectives.					

Part III: Questions related with Sustainable Organization Growth

Below are lists of questioners relating to Sustainable Organization Growth Please indicate whether you agree or disagree with each statement by ticking (√) on the spaces that specify your choice from the options that range from “strongly agree” to” strongly disagree.”

Key

SA=strongly agree N= Neutral SD= Strongly Disagree

A=Agree D= Disagree

	Questions related to Sustainable Organization Growth					
5.1	Aligning business management strategies with sustainability goals is essential for the long-term growth of O’Clock General Trading PLC.					

5.2	I believe that effective strategic planning significantly enhances the organization's ability to achieve sustainable growth.					
5.3	I believe that improving operational efficiency directly contributes to the sustainable growth of O'Clock General Trading PLC.					
5.4	Financial management practices are vital for achieving and maintaining sustainable growth at O'Clock General Trading PLC.					
5.5	Cross-departmental collaboration is crucial for integrating business strategies and supporting sustainable growth at O'Clock General Trading PLC.					

End

Thank you for your participation

ST. MARY'S UNIVERSITY

SCHOOL OF POST GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION IN GENRAL

Interview question

Dear Manager,

I am a prospective Master of Business Administration student in St. Mary's university. I am working on "Exploring the Intersection of Business Management Strategies for Sustainable Organization Growth: in the case of O'clock General Trading Plc This interview seeks to get your views regarding your organization's current Business Management Strategies specifically, on handling your prospect's objections and on closing the Sustainable Organization Growth. Your valid and kind responses and suggestions are very important for the completeness of the research paper.

The information that you are providing will be treated as confidential and used only for the research purpose. The outcome of this interview is intended to support the research report to the partial fulfillment in the Master of Business Administration.

Thank you for devoting your valuable time and energy to answer my questions.

1. How does O'Clock General Trading PLC align its business management strategies with its sustainability goals? Can you provide examples of successful alignment?
2. How do operational efficiency improvements impact the organization's sustainability efforts? What specific strategies have been implemented to enhance operational efficiency?
3. Can you describe how the marketing strategies at O'Clock General Trading PLC are designed to promote sustainable growth? What role does sustainability play in your marketing approach?
4. How do human resource management strategies contribute to sustainable organizational growth? What practices are in place to align HR strategies with sustainability objectives?
5. How does the company optimize its supply chain management to support sustainability? What challenges have you faced, and how have they been addressed?

Thank you very much for your co-operation!!!