

**NEAR EAST UNIVERSITY  
GRADUATE SCHOOL OF SOCIAL SCIENCES  
BUSINESS ADMINISTRATION  
MASTER'S PROGRAMME**

**MASTER'S THESIS**

**THE ROLE OF THE STRATEGIC PLANNING  
PROCESS IN HOUSING DEVELOPMENT: THE  
CASE OF NORTHERN IRAQ**

**HEMIN ALI HAMA**

**20102350**

**NICOSIA**

**2013**

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**NICOSIA**

**8/07/2013**

**YAKIN DOĞU ÜNİVERSİTESİ**  
**INSTITUTE OF SOCIAL SCIENCES**

**The role of strategic planning process in housing development: the case of**  
**Northern Iraq**

**Prepared by: HEMIN ALI HAMA**

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**BUSINESS ADMINISTRATION**

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**Thesis**

|                     |  |
|---------------------|--|
| <b>Title:</b>       | The role of strategic planning process in housing development: the case of Northern Iraq   |
| <b>Description:</b> | <p>This thesis focuses on examining the reliability of strategic planning process of companies housing sector in Sulaimaniyah Governorate of Northern Iraq and how they intend to implement strategic planning process in the field. It also aims to displaying a strategic planning process to create competitiveness among national companies and correlate between the variables. The data was collected through distributing indebt questionnaire among managers and projects' engineers. Four hypotheses were developed, the findings were presented and the recommendations were made with regards of establishing a better way to enhance the application of strategic planning process to affected competitive strategy in the Northern Iraq.</p> <p>A scan of the past literature on strategic planning process and how competitiveness affects it; to achieve this, a case of some companies were carried out and the results obtained from the questionnaire as well. The companies carried out on the subjects of the sample population, our findings and what does effect to design a Sulaimaniyah Governorate's Companies for strategic planning process by correlation among variables.</p> |
| <b>Supervisor:</b>  | Assoc. Prof. Dr. Mustafa Sağsan  |

**Jury's Decision**

|  |
|--|
| <b>The Jury has decided to accept the student's Thesis.</b><br><b>The decision has been taken unanimously.</b> |
|--|

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**Hazırlayan**  
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**8/07/2013**

## **ÖZET**

Bu çalışma, Kuzey Irak Süleymaniye Valiliği bölgesinde bulunan şirketlerinin konut sektöründeki stratejik planlama sürecinin güvenilirliğini incelemektedir. Çalışmada, stratejik planlama sürecinin bir örgüt içerisinde hangi değişkenlerden etkilendiği araştırılmıştır. Çalışmaya, şirketlerin genel müdürleri, proje yöneticileri, proje mühendisleri, satış yöneticileri ve pazarlama yöneticileri dahil edilmiştir. Çalışmada veri toplamak üzere hazırlanan ankette toplamda 32 adet soru bulunmaktadır. Bu sorular toplam altı grupta incelenmektedir. Stratejik plan oluşturma sürecine etki eden dört önemli bağımsız değişken, literatüre dayalı olarak oluşturulmuştur. Bunlar; pozisyonel strateji, insan (beşeri) sermayesi, hibrit strateji ve örgütsel performans olarak belirlenmiştir. Çalışmada yapılan araştırma sonucuna ve hipotezlere dayalı olarak insan sermayesi ile pozisyonel strateji ile bir örgütün stratejik plan oluşturma arasında bir ilişkiden söz edilebilir. Toplam 26 firma düzeyinde elde edilen veriler, SPSS programında analiz edilmiştir. Çalışma içerisinde oluşturulan H1 ve H1 ve H2 geçerli kılınmıştır.

**Anahtar Kelimeler:** Stratejik Planlama Süreci, Rekabetçi Strateji, Pozisyonel Strateji, Beşeri (İnsan) Sermayesi, HibritStrateji ve Örgütsel Performans

# **THE ROLE OF THE STRATEGIC PLANNING PROCESS IN HOUSING DEVELOPMENT: THE CASE OF NORTHERN IRAQ**

**Prepared by: HEMIN ALI HAMA**

**8/07/2013**

## **Abstract**

This study aims to examine the reliability of strategic planning process of companies housing sector in Sulaimaniyah Governorate of Northern Iraq. The study intends to answering the question “**what are the factors that affect the development of housing sector by using strategic planning process**”. The participants consisted of all the general managers, project managers, project engineers, sales managers and marketing managers.

In order to achieve the study objectives, the collected the required data, the researcher developed a questionnaire that consists of 32 items divided on six groups. The first as dependent variable is strategic planning process, includes 10 items, the second group is control variable as competitive strategy, includes 4 items, the third, fourth, fifth and the sixth groups as independent variables are Human Capital with 8 items, Organizational Performance with 3 items, Hybrid Strategy with 2 items and Positioning Strategy with 5 items. On the empirical side, quantitative analysis techniques are used to collect data from the 26 different companies which these managers and engineers found our answers.

The results showed that companies such as human capital has strongly correlated to become strategic planning process and hybrid strategy negatively correlated to become strategic planning process, positioning strategy weak correlation and organizational performance not correlation.

**Keyword:** Strategic Planning Process, Competitive Strategic, Positioning Strategy, Human Capital, Hybrid Strategy and Organizational Performance.

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**Hemin Ali Hama**

**Nicosia.TRNC**

## Table of Content

|  |          |
|--|----------|
| <b>INTRODCUTION</b> .....  | <b>1</b> |
| <br><b>CHAPTER 1: LITRUTURE OF STRATEGIC PLANINGP ROCESS</b>                           |          |
| 1.1. Strategic Planning.....   | 6        |
| 1.2. Nature of Strategic Planning.....   | 7        |
| 1.3. Strategic Planning Process.....   | 9        |
| 1.3.1. Formulation of the Mission.....   | 10       |
| 1.3.2. Formulation of the Vision.....  | 10       |
| 1.3.3.SWOT Analysis.....   | 11       |
| 1.4. Strategic Marketing Planning.....   | 11       |
| 1.5. Barriers to Strategic Planning.....   | 14       |
| 1.6. Benefits of Strategic Planning.....   | 15       |
| 1.7. Three important questions to understanding the strategic planning process.....    | 16       |
| 1.7.1. What is the difference between strategic planning process and annual planning?  | 16       |
| 1.7.2. When should an organization need to do strategic planning process?.....         | 17       |
| 1.7.3. How long does it take for organization to complete a strategic planning process | 17       |
| <br><b>CHAPTER 2: COMPETITIVENESS STRATEGY</b>   |          |
| 2.1 Definition of Competitive strategy.....  | 18       |
| 2.1.1 Competition comprises four dimensions.....                                       | 19       |
| 2.2. Competitive Strategy in construction sector.....                                  | 19       |
| 2.3. Major types of Competitive Strategies.....  | 20       |
| 2.3.1. Cost Leadership.....  | 21       |
| 2.3.2. Differentiation.....  | 21       |
| 2.3.3. Focus.....  | 22       |
| 2.4. Competitive Strategy affected on concept of strategy planning process.....        | 22       |
| 2.4.1. Positioning strategy.....   | 23       |
| 2.4.1.1 Selecting Customer Targets.....  | 23       |
| 2.4.1.2 Selecting Competitor Targets.....  | 24       |



|   |    |
|---|----|
| 2.4.1.3 Defining Competitive Advantage..... | 24 |
| 2.4.2. Human Capital.....                   | 25 |
| 2.4.3. Hybrid Strategy.....                 | 27 |
| 2.4.4. Organisational performance.....      | 29 |

### **CHAPTER 3: METHODOLOGY**

|   |    |
|---|----|
| 3.1. Research design.....   | 31 |
| 3.2. Hypotheses.....  | 31 |
| 3.3. Problem of the study.....  | 32 |
| 3.4. Objective of the study.....  | 32 |
| 3.5. Sampling: Why focusing on Housing Sector.....                                    | 32 |
| 3.5. Data Collection.....   | 33 |
| 3.5.1. Secondary Data.....  | 33 |
| 3.5.2. Primary Data.....  | 33 |
| 3.5.2.1. Questionnaire Selection and Analysis.....                                    | 33 |
| 3.5.2.2. Questionnaire Validity and Reliability.....                                  | 34 |
| 3.6. Methods Employed on Data Analysis.....   | 35 |
| 3.7. Findings and Discourses.....   | 35 |
| 3.7.1. Strategic Planning and Positioning Strategy.....                               | 36 |
| 3.7.1.1. Correlation Between Strategic Planning Process and Positioning Strategy..... | 36 |
| 3.7.1.2 Regression for Strategic Planning and Positioning Strategy .....              | 37 |
| 3.7.2. Strategic Planning process and Human Capital.....                              | 38 |
| 3.7.2.1. Correlation Between Strategic Planning and Human Capital.....                | 38 |
| 3.7.2.2 Regression for Strategic Planning and Human Capital.....                      | 39 |
| 3.7.3. Strategic Planning and Hybrid Strategy.....                                    | 40 |
| 3.7.3.1. Correlation Between Strategic Planning and Hybrid Strategy.....              | 40 |
| 3.7.3.2 Regression for Strategic Planning and Hybrid Strategy .....                   | 41 |
| 3.7.4. Strategic Planning and Organizational Performance.....                         | 42 |
| 3.7.4.1. Correlation Between Strategic Planning and Organizational Performance.....   | 42 |
| 3.7.4.2Regression for Strategic Planning and Organizational Performance.....          | 43 |

|                                       |    |
|---------------------------------------|----|
| 3.8. New Research Model.....          | 44 |
| 3.8.1 Strategic Planning process..... | 44 |
| 3.8.2. Positioning Strategy.....      | 45 |
| 3.8.3 Human Capital.....              | 46 |

#### **CHAPTER 4: CONCLUSION AND RECOMMENDATION**

|                     |    |
|---------------------|----|
| Conclusion.....     | 49 |
| Recommendation..... | 51 |

|                          |           |
|--------------------------|-----------|
| <b>BIBLIOGRAPHY.....</b> | <b>53</b> |
|--------------------------|-----------|

## **APPENDIX**

|   |    |
|---|----|
| Appendix 1. Questionnaire Form .....                                    | 64 |
| Appendix 2. Level of Response Questionnaire .....                       | 69 |
| Appendix 3. List of Dependent, Independent and control variables.....   | 70 |
| Appendix 4. List of Companies' Work Experience .....                    | 73 |
| Appendix 5. List of Companies' numbers employees and labour.....        | 74 |
| Appendix 6. List of Licensed projects in Sulaymaniyah Governorate ..... | 75 |
| Appendix 7. Sulaimaniyah's Pictures.....                                | 76 |

|                           |           |
|---------------------------|-----------|
| <b>AUTOBIOGRAPHY.....</b> | <b>77</b> |
|---------------------------|-----------|

## List of Tables

|  |    |
|--|----|
| 3.1. Case processing Summery for Questionnaire.....  | 35 |
| 3.2. Questionnaire Reliability.....  | 35 |
| 3.3. Correlation Between Strategic Planning and Positioning Strategy.....                  | 36 |
| 3.4. Model Summary for Strategic Planning and Positioning Strategy .....                   | 37 |
| 3.5. ANOVA <sup>b</sup> for Strategic Planning and Positioning Strategy.....               | 37 |
| 3.6. Coefficients <sup>a</sup> for Strategic Planning and Positioning Strategy .....       | 37 |
| 3.7. Correlation between Strategic planning and Human Capital.....                         | 38 |
| 3.8. Model Summary for Strategic Planning and Human Capital.....                           | 39 |
| 3.9. ANOVA <sup>b</sup> for Strategic Planning and Human Capital.....                      | 39 |
| 3.10. Coefficients <sup>a</sup> for Strategic Planning and Human Capital .....             | 39 |
| 3.11. Correlation between Strategic planning and Hybrid Strategy.....                      | 40 |
| 3.12. Model Summary for Strategic Planning and Hybrid Strategic.....                       | 41 |
| 3.13. ANOVA <sup>b</sup> for Strategic Planning and Hybrid Strategic.....                  | 41 |
| 3.14. Coefficients <sup>a</sup> for Strategic Planning and Hybrid Strategy.....            | 41 |
| 3.15. Correlation between Strategic planning and Organizational performance.....           | 42 |
| 3.16. Model Summary for Strategic Planning and Organizational Performance.....             | 43 |
| 3.17. ANOVA <sup>b</sup> for Strategic Planning and Organizational Performance.....        | 43 |
| 3.18. Coefficients <sup>a</sup> for Strategic Planning and Organizational Performance..... | 43 |

**List of Figures**

|   |    |
|---|----|
| 1.1. The Strategic Planning Process.....                              | 13 |
| 3.1. New Research Model for Sulaymaniyah Governorate's companies..... | 44 |