DEDICATION

To ... 

My Father’s Soul

To ...

My mother, to her great support, with my deep love and gratitude.

To ...

My Brothers, Sister to the great help me, with gratitude and love.

To ...

My teachers, colleagues and friends

With gratitude and love.
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Dr. Khalid Sid Ahmed

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ABSTRACT

The construction industry in Sudan suffers from many problems related to the planning especially in strategic planning (SP) which has been defined as, "A systematic process for making decisions and developing a work plan to guide a company toward its desired outcomes"; these problems usually lead to fail in achieving construction company’s goals and objectives. Worldwide Strategic planning (SP) has received significant attention by construction executives in recent times, perhaps due to an increasingly competitive market place and perhaps because university-trained managers have assumed positions of authority in construction companies.

This research aims to understanding how the (SP) is practiced in the Sudanese construction industry and to assess the appropriateness of its application in improving projects and companies performance. Within this context, the main objective of the study is to assess the level of application the (SP) in Sudanese construction companies. To achieve this objective, the research followed a case study method;” Danfodio for contracting, roads &embankments was a research case study, which it is considered to be the biggest construction company in the Sudanese construction industry.

The results showed that Sudanese construction companies suffer from unawareness to the significance of the (SP) and inappropriate of its application (top management of these companies don’t give the (SP) priority in their business enterprises), the results have also shown lost of much opportunities and work capacity from these companies. It has also been found that there are many parameters which prevent the application of the (SP) in Sudanese construction
companies; include great lack of trained and experienced managerial staff to application this change.

This study presents Strategic Planning Model (SPM) which assists to appropriate application of the (SP). Recommended that the Sudanese construction companies have to develop the (SP) training programs, and teaching the (SP) in MSC programs in particular to construction management courses. It also important to develop the managerial systems which followed in management of construction projects focus mainly on the (SP) aspects.
كما أوضحت النتائج أيضاً أن هناك بعض المعوقات تمنع تطبيق التخطيط الاستراتيجي في شركات التشييد في السودان بالكامل الملائم من... بينها قلة الكوارد الإدارة المدرسية وذات الخبرة لتطبيق هذا المفهوم الحديث.

قدم البحث بعض الحلول الهامة لهذه المشكلة، فقدم نموذج يمكن الشركات من تطبيق التخطيط الاستراتيجي بشكل فعال في أعمالها، كما خرجت هذه الدراسة ببعض التوصيات تضمنت أهمية قيام شركات التشييد في السودان بتطوير برامج تدريبية في التخطيط الاستراتيجي لأداريتها، وأهمية تدريس التخطيط الاستراتيجي في البرامج فوق الجامعية كالماجستير وبشكل خاص لمتخصصي إدارة التشييد، وأوصت الدراسة من ناحية أخرى بأهمية تطوير شركات التشييد لأنظمة إدارة تتبع في إدارة مشاريع التشييد تركز وبشكل رئيسي على مظاهر التخطيط الاستراتيجي.
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