

ABSTRACT

The research studied and analyzed the strategic planning process in banking institutions and its impact on the efficiency of the financial performance at the Sudanese French Bank.

The research aimed at identification of the importance of strategic planning and the efficiency of financial performance, in general, particularly in banking institutions. It also aimed to identify the impact of strategic planning on the efficiency of financial performance in the Sudanese French Bank.

To know the effect of strategic planning on the efficiency of the financial performance at the Sudanese French Bank, the significant indicators of profit and performance efficiency are studied and analyzed to know its relation to setting of strategic plans. The research also studied the relation between strategic planning and the size of deposits in the bank, in addition to tools used to follow up strategic plans and the role of strategic planning in increasing the financial performance and maintaining employee job satisfaction in the bank.

The researcher has adopted the case study approach to test research hypothesis by adopting the descriptive and analysis methodology, where he used the financial ratio in analyzing the financial tables and the Statistic Program for Social Sciences (SPSS) in analyzing the questionnaire that was distributed randomly to 60 individuals who occupy leading and supervisory jobs in the bank.

The research consists of four chapters; chapter one covered the theoretical study in two sections, chapter two discussed in three sections the definition of the banking industry and its history, incorporation and development of the Sudanese French Bank, the administrative and financial description and analyses of financial tables, in addition to the bank strategic plans. Chapter three covered the data analysis and testing of hypothesis. Chapter four presented the results and recommendations.

i) Among the important results of the research are:

- Strategic planning in the bank faces weakness in the organizational culture.*
- Setting of strategic plans positively affect profit rates and financial performance in general.*
- There is a positive strong significant relation between strategic planning and increased deposits size in the bank.*
- There is a weak relation between strategic planning and the material factors of job satisfaction.*
- There is a strong relation between strategic planning and moral factors of job satisfaction.*

Based on the results the researcher recommends many important recommendations among which are:

ii) Special Recommendations:

- *It is important to formulate known factors and ethical values that lead to feeding and strengthening the bank culture towards strategic planning.*
- *Setting of systems related to performance factors to follow up and control strategic plans in addition to elaboration of the financial analysis circle by adopting additional tools in the analysis besides the financial ratios.*

iii) General Recommendations:

- *It is important to implement strategic planning system in Sudanese banks.*
- *Banks Unions have to work towards spreading the culture of strategic planning through publications, symposiums, and workshops.*

iv) Recommendations for Future Researches:

- *It is recommended to perform additional researches on the impact of strategic planning on areas other than the financial area in banking institutions.*
- *It is recommended to perform studies on the impact of globalization on strategic planning in the banking institutions.*