ABSTRACT

Corporate strategic re-engineering and re-positioning involves the rejuvenations or resuscitation of an ailing or falling enterprise or the crafting and implementation of enterprise better able to meet up in the current challenges and future development. The need for this process in today's corporate world cannot be over emphasized because one can hardly find a virile and thriving business organization that does not, in one way or the other, operate with long term objectives of consolidating competitive advantages and growing market share.

This work focused on the evaluation of corporate strategic re-engineering and repositioning and how the understanding of the subject would assist manufacturing organization in Nigeria towards the achievement of sustainable growth and development.

This project also tries to see the extent of which re-engineering and repositioning affects the performance of Nigeria Manufacturing Firms, by studying their various characteristics and measures of evaluation. The researcher highlighted on the importance of corporate strategic re-engineering, the cause of extinction or retrogression of some manufacturing outfits in Nigeria and the value of sustainable long-term growth and development strategies.
The researcher appraised the performances of the Nigeria Breweries Plc during her course of study.

Chapter one introduces the project topic highlights on the background, stating various problems affecting the course of study and the need and objectives of the study.

Chapter two entails the review of the related literary works of some authors and contributions to the subject carried out so as to build a foundation upon which the research is done.

In chapter three the researcher analyzed the design and methodology used in the collection and analyzing of the data used for the study.

Chapter four treated and discloses the presentation, analysis and interpretation of data, also tested the hypotheses that were formulated.

Chapter five summarizes, recommended and concluded the findings of the study.

This research work revealed that the successful implementation of corporate strategic re-engineering and repositioning by manufacturing firms in Nigeria is a sine qua non for success, sustainability, development, profitability and growth of many manufacturing industries in and outside Nigeria.