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COVER PAGE AND DECLARATION

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| Student's Full Name: | Mohamed shehata |
| Student ID: | EIU596838 |
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E-SIGNATURE: Mohamed shehata

DATE: 2/10/2024

EIU Paris City Campus

Address: 59 Rue Lamarck, 75018 Paris, France | **Tel:** +33 144 857 317 | **Mobile/WhatsApp:** +33607591197 | **Email:** paris@eiu.ac

EIU Corporate Strategy & Operations Headquarter

Address: 12th Fl. Amarin Tower, 496-502 Ploenchit Rd., Bangkok 10330, Thailand | **Tel:** +66(2)256923 & +66(2)2569908
Mobile/WhatsApp: +33607591197 | **Email:** info@eiu.ac

**A growth Business Plan for
“Just Toys”**

Business Consultant of “Just Toys

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1. Introduction

Childhood is seen as a special time in a person's life and in society, thus how their identities are formed at this time has a significant impact on how they will mature and how well they will be able to contribute to their communities. Since young people (those under the age of 14) account for 25% of the world's population, it is important to take care of them, especially in terms of promoting mental health, according to World Bank estimates. The use of traditional wooden toys to amuse children was the beginning of the concept of modern toys and games, which emerged in the 19th and 20th centuries as video and electronic games via applications, smart devices, and tablets. As a result of these factors, the toy industry has always been an integral part of children's entertainment. The gaming industry's retail and wholesale divisions have both adjusted to the changing market dynamics. We'll talk about the wholesale distribution model, in which shops sell goods to customers after receiving direct shipments from manufacturers and wholesalers.

2. Strategy detailing

2.1 The Vision

As one of the most prosperous toy businesses in the world, make playtime cheap for everyone

2.2 The Mission

"Just Toy" hopes to boost the local economy by creating new jobs, moving from sales to manufacturing, and satisfying global consumer demand for toys via a global network of online marketplaces—all while using healthy materials. We respect your opinions and want to make sure you're satisfied with the products and services we provide. We do this by maintaining reasonable prices and high quality, which eventually helps the entertainment sector as a whole. .

2.3 The Values

- Belief: In spite of our previous transgressions, we shall act morally. Our company's dedication to excellence is based on our conviction in the inherent dignity of every person and our devotion to our clients.

-Leadership: By serving others and leading by example, we encourage our members to take the lead in their communities.
Uphold a superior level of inventiveness and professionalism in all of our interactions with clients.
We priorities maintaining our high standard of customer service.

2.4. The Market Overview

Due to the growing popularity of both traditional toys and more contemporary options like video games and smart gadgets, the toy industry is flourishing globally. This is due to the large range of customer preferences and finances. We felt it was important to concentrate our attention in the GCC on the United Arab Emirates and the Kingdom of Saudi Arabia for our market research and analysis of the toy industry, as these two countries have the largest populations and share a similar culture of financial strength and restraint in purchases.

2.5. The Competitors of Toy Industry in GCC:

According to recent study, by 2020, the United Arab Emirates—specifically, the city of Dubai—will account for 28% of the Middle Eastern market for toys for kids. The retail value of games, toys, and video games in the Middle East was \$2.9 billion in 2015, according to Euro monitor Universal (EMI).

By 2020, the Middle Eastern market is expected to be worth somewhat less than \$4 billion, with \$1 billion in investment in the United Arab Emirates and growth of 6.2% annually. With an average annual expenditure of \$101 on toys, games, and video games, the United Arab Emirates (UAE) has one of the highest per capita spending rates on these items worldwide.

| Industry Classification | UAE Companies | Market Share | | Saudi Companies |
|---------------------------|-----------------------|--------------|-----|-----------------------|
| Comprehensive | Toys Store | 24% | 21% | Al-Hussein Games |
| Comprehensive | Toys R Us | 11% | 30% | Toys R Us |
| Comprehensive | Toys for Less | 10% | 2% | Hi Kids |
| Comprehensive | Hamley Games | 8% | 2% | Hamley Games |
| Specialized (educational) | Early Learning Center | 39% | 14% | Early Learning Center |
| Video games | Jake James | 1% | 17% | Tokyo Games |
| Comprehensive | Back to games | 2% | 2% | The Dukes Games |
| Configured | Bild a Bear games | 5% | 2% | Candy Days Store |
| Specialized (educational) | | | 2% | Talent World Center |
| Comprehensive | | | 8% | Toyland |

2.6. Market Analysis (STEEPLE):

Taking into consider the most important aspects of STEEPLE's industry in the relevant markets.

| | | Market | | |
|------------------------------|--------------------------------------|---------------|-----|---------------|
| | | UAE | Vs. | KSA |
| Social | country population | 9.7 Million | | 33.8 Million |
| | childhood ratio | 16% | | 26% |
| | number of children/Country | (1.5 Million) | | (8.5 Million) |
| | avg. of monthly income | 2800 \$ | | 1800 \$ |
| Technological | business internet monthly fees | 240 \$ | | 96 \$ |
| | commercial energy cost kWh | 0.15\$ | | 0.10 \$ |
| Economic | taxes related to labors and business | 6% | | Up to 25% |
| | quality of life/Purchase power | 90 | | 96 |
| | cost of living index | 85 | | 55 |
| Environ | rental fees/100 m ² | 2750 \$ | | 1600 \$ |
| | fuel \$/liter | 0.50 \$ | | 0.40 \$ |
| Legal & Political | social security fees on income | 18% | | 25% |
| | trade policies (VAT) | 7% | | 17% |
| | ease of doing business rank | 18 | | 65 |
| | custom fees | 6% | | 6% |
| | cost of work visa | 910\$ | | 1450\$ |
| Ethical | corruption Rank Index | 70 | 0 | 1 |
| | code of conduct | good | | good |

2.7. Five forces analysis (Porter’s industry environment analysis):

| Forces | High/ | UAE Market | High/ | Saudi Market |
|-------------------------------|-------|---|-------|--|
| | Low | .*.Justification | Low | *..Justification |
| Threat of new entrants | High | Low entry barriers make it simple for new businesses to enter the same market as well-established regional enterprises. | low | Changes in labor laws can result in new competitors entering the Saudi Arabian manufacturing industry. |
| Power of suppliers | High | There are most likely several locations from which the provider might get push items at that point, but they most likely won't. | low | Given the limited availability of raw material suppliers, the supplier is likely to bargain for a lower price. |
| Power of buyers | High | Because of its high level of life and disposable money, the GCC region is a great market. | High | The GCC nations' high living standards and discretionary cash make them a great market. |
| Threat of product substitutes | High | If we overlook factors such as quality and cost, the crowded toy market will result in intense competition. | High | Toys are already in high demand, so if we don't priorities both price and quality, the rivalry will be harsh. |
| Threat of competitors | low | There won't be much of a pricing war since there aren't many toymakers. | low | Because there aren't many toy manufacturers, oversaturation of the market is avoided. |

2.8. SWOT Analysis:

External Environment: Opportunities & Threats

| UAE Market | | Saudi Market | |
|--|---|--|--|
| Opportunities | Threats | Opportunities | Threats |
| <p>Following the Corona virus outbreak, rich customers and visitors alike made a significant increase in their internet purchases. A greater number of people want to play video games and are prepared to spend more money as a result of the population's increasing youth. This place is full with children. Taxes and regulations pertaining to investments; low labor costs; 15% VAT.</p> | <p>A greater number of people want to play video games and are prepared to spend more money as a result of the population's increasing youth.</p> <p>-competitiveness</p> | <p>This place is full with children.</p> <p>In the aftermath of the coronavirus epidemic, the culture of internet purchasing and fair recompense for resources utilized</p> <p>This place is full with children.</p> | <p>Taxes and regulations pertaining to investments; low labor costs; 15% VAT</p> |

Internal Analysis: Strengths & Weaknesses

| Strengths | Weaknesses |
|-----------|------------|
| | |

| | |
|---|--|
| <p>Excellent value at a fair price. Create a whole collection of replicas and antique toys for children of all ages. Toys that are both fun and educational. - a marketing campaign that highlights the use of mobile applications and e-commerce websites. Velocity of transportation. -tools and techniques for safeguarding youngsters</p> | <p>Insufficient power in the markets for video games and appliances. How individuals are rewarded or promoted is unclear. The ultimate conclusion is that product creation and innovative thinking need greater effort. It has been guaranteed to the customer that this is not an exact replica of anything that is already on the market. It would be simpler to trademark the company if it had a logo and a description of its organizational structure.</p> |
|---|--|

2.9. Smart Goals

(Long terms):

1. After 36 months in a new market, increase your sales revenue by twice as much. Two toy stores carrying our name will open in the next five years.
3. To capture a bigger portion of the market, build strategic collaborations with well-known companies.
Careful financial planning is necessary to sustain ambitious R&D projects.
5. After ten years of selling organizers, you need to start producing them yourself.

(Short terms):

- Create a logo for the business first, then have it trademarked.
2. The assortment of toys in the portfolio have to be diverse and not limited to technological ones.
Third, ensure that during the next year, new job possibilities are available to twenty-five percent of the present workforce.
Locate a state-of-the-art item that might benefit children who are visually impaired or handicapped.
Fifth, outsource your logistics and establish a network of retail outlets in airports and toy stores.
Sixth, set up your business such that every individual's growth and development is supported and encouraged.
Seven: Growing into the Middle East and the Gulf Cooperation Council (GCC) will increase sales.
Gain traction in the Gulf Cooperation Council (GCC) market by offering distinctive goods at reasonable costs that respect regional traditions.

2.10. Schools of Strategy Overview:

Any business that wishes to accomplish its goals must have a solid plan. Any company that is successful understands that strategy has to be continuously improved. Therefore, every organization must implement tactics that differentiate it from the competitors in order to thrive in today's business market. The design school, planning school, and positioning school are examples of prescriptive techniques. The strategic growth of every organization is impacted by these three academies."

*The planning school

Rather than being an implementation problem, this is mostly a strategy formulation issue. Time-tabling, programming, and budgeting are just a few of the results of this approach.

The positioning school

The company may assess where it stands in the strategic relevance hierarchy of the sector at this point. This model offers a structure for formulating strategies at every stage of the analytical development process. The firm's positioning strategy emphasizes its position in the financial market in order to differentiate itself from rivals in the same industry.

The cultural school

Is it a portion of the schools where expression is valued? A few departments and organizations inside the corporation are assisting the students at this school in creating the corporate culture..

Selected school of strategy:

The organization's strategy includes planning for the new product and market, analyzing the budget and planned, and selecting the best potential goals in light of the product's competitive advantages. In this method, the short-term strategy is dealt with first, followed by the long-term plan.

Corporate Level of Strategic Formulation:

| Intensive Strategies | | Successful/ Profitability |
|----------------------|--|------------------------------|
| Product Development | Any company or organization with a product that is now in the market phase of the product life cycle may benefit from the assistance of the Product Improvement programmer. Because JUST TOYS has a product range and competes in a dynamic market, this approach works effectively for them. Because of this, Just TOYS can continue to lead the toy business by continuously improving its products. | V. GOOD |

| | | |
|-----------------------------------|--|--------------------------------------|
| | | |
| Market Development | <p>It makes sense to invest in developing new markets when there are untapped opportunities. Here, the main objective of Just Toys is to enter new markets for sales. At a time when the toy business is still in its infancy overall, Just TOYS has the possibility to access this burgeoning market. Emerging markets and industrialized nations are often brought up in the same discourse. The only company with the resources and people to execute programmers meant to grow current markets is TOYS. Because so many people visit the Inlet area each year, the GCC Market will always be a haven for tourists and shoppers.</p> | V. GOOD |
| Market Penetration | <p>An established product or service's present market share may be increased by marketing initiatives that are strengthened by a technique known as "market penetration." Many more nations and areas, including the UK and Japan, now carry Just TOYS. Still, in spite of their sluggish expansion, competitors dominate these two marketplaces. The most notable shift in terms of geography is the creation of the Gulf Cooperation Council (GCC), and developing markets are predicted to keep growing quickly. Toy firms should concentrate on expanding their presence in both new and current regional markets due to the strong industry concentration and increasing sales.</p> | V. GOOD |
| Horizontal Integration Strategies | | |
| Forward Integration | | <p>Long term goal Subject to</p> |

| | | |
|----------------------|---|--|
| | <p>This is a very profitable method in the event that the product is very pricey. Respect should be shown to Just TOYS's principle of selling directly to customers since there are no intermediaries involved.</p> <p>Distributors and outbound coordination are not mentioned. Due to Just TOYS's emphasis on customer care, we often interact in person with our customers. Assessment</p> | evaluation |
| Backward Integration | <p>Backward integration is a wise strategy to use when using current suppliers is too costly or dangerous. In contrast to the present Just TOYS' suppliers, Simply Toys evaluates the reorganization of new resources in this case study. Businesses must pay considerable operational expenses connected to manufacturing in order to recover the high costs involved with backward integration. In any case, the historical revenue of the organization will be used to assess its success.</p> | <p>Long term goal</p> <p>Subject to evaluation</p> |

3. Strategy Implementation

3.1. Selected Strategy:

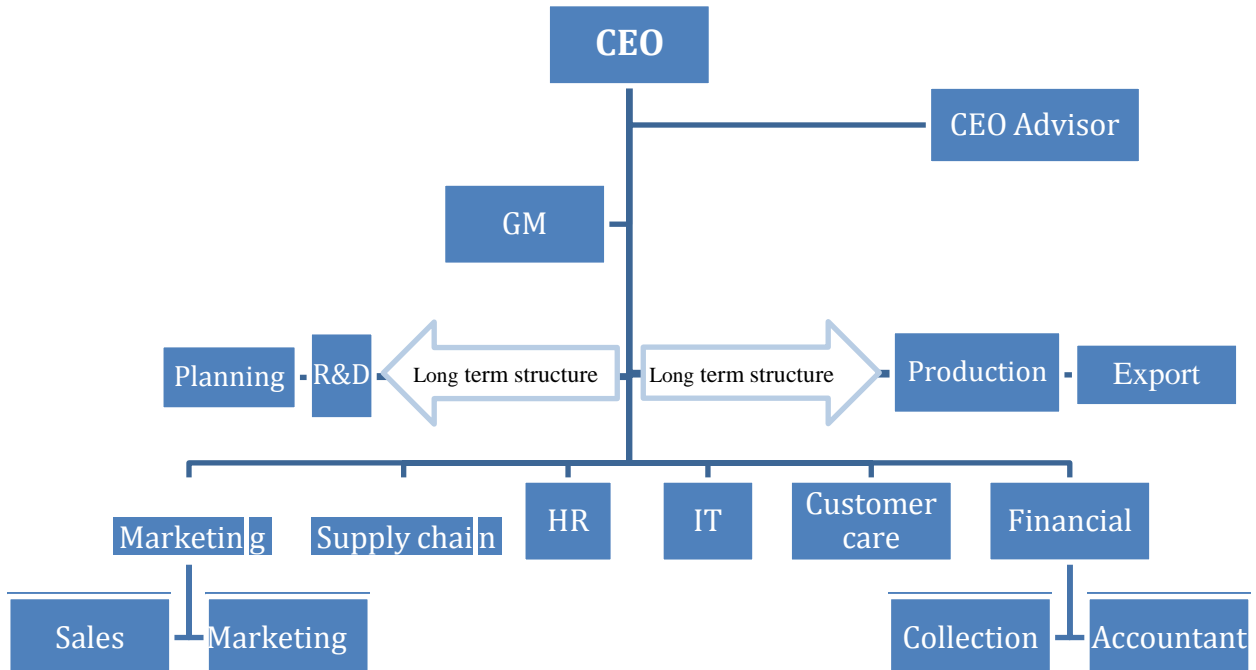
We will enter a new market after 10 years of refining our production, manufacturing, and even integration techniques. We will take an aggressive approach to guarantee our company's success by creating products that meet consumer demand.

3.2. Project Stakeholders:

| Internal stakeholders | External stakeholders |
|------------------------------|------------------------------|
| Management | Banks |
| Employees | Clients (Children) |
| legal advisor | Sponsors |
| Investors | Government |

3.3. Organization Structure & Resources Plan:

The following diagram shows the chain of distribution for toys and games. Manufacturing, research and development, and related operations are all planned out with an eye towards the future.



3.4. Organization Culture & Policies:

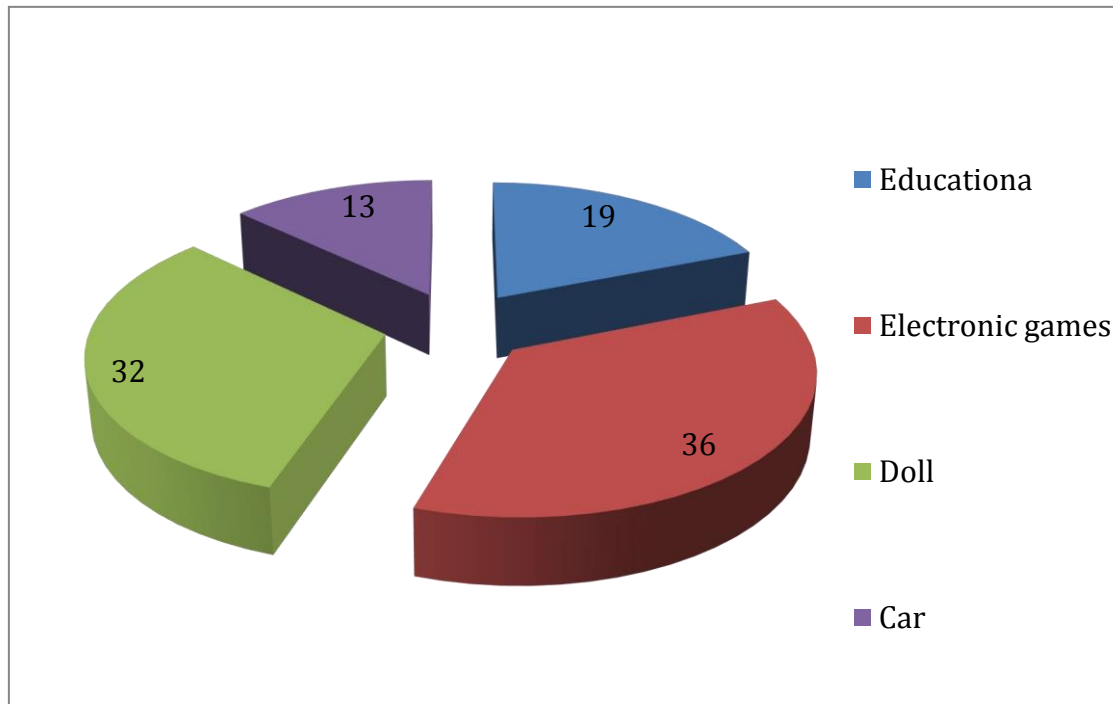
An organization's culture is fundamentally shaped by the rules that it uses to direct and govern its personnel. An organization's culture is the culmination of all of its workers' common standards, ethics, values, and beliefs.

Several instances of this include:

| | |
|---|--|
| Recruitment policy | Promotion policy |
| Clearance and time off policies | Training and Education Scheme for Workers |
| Motivational measures | times and days of labor |
| Payroll benefits and other employee perks | internal community guidelines (rights and behavior code) |

3.5. Tactical & Operational Plan:

Researching and analysis are essential project components since they may help lower risk and improve project intelligence. Researchers may compile statistics and categories data to uncover market trends. We may decide what sort of model to develop and how to effectively market it based on our results. As a result, we had to do market research and analysis. To achieve this, we used a variety of social media channels to ask our customers the following questions. What were your top-selling toys, may I ask? Specifically, what attributes are we looking for? The data and survey have led us to the following conclusions.



3.5.1 Business Model Making

Select a space and staff an office to manage the project and observe how the target market is operating.

Marketing Plan: To bring our goods in front of merchants and customers, we must devise a strategy. Marketing use a variety of communication strategies to tell companies and customers about the ways in which different goods and services might fulfil their requirements both now and in the future. Numerous social science subfields have an impact on marketing. Marketing is becoming more and more important. These efforts are supported by research, which also has links to a variety of creative mediums.

Advertising:

It may be a good idea to include this into your marketing strategy. We may be able to raise awareness of our initiatives by running advertisements on newspapers, television, posters, and other media. Promoting a certain brand's goods and services via advertising is a useful strategy for promoting recurring purchases and use.

| | |
|---|--|
| • sorting through and selecting the • Partners and distributors; | . • evaluating and choosing the • Distributors and partners; • connected to and engaging with universal Establishments. |
| • Interacting with potential overseas customers; | •Engaging with possible foreign clients; Global Business Contracts Arrangement. |
| • Pre-launch advertising campaign. | •A promotional campaign before to debut. •• Developing Novel Goods. |
| • Assessment and choice of foreign suppliers. | •Evaluation and selection of overseas vendors. • • • Improving the Service |

3.5.2 Business Action Plan

| No | Task/Topics | Objective | Lead Time |
|----|---|---|--------------------|
| 1 | Start hiring more workers in accordance with the company's objective and reasonable aims to grow your team. | - Increased Clarity -raise revenue by maintaining excellent after-sale support and quick response times. | Before End of 2020 |

| | | | |
|---|--|---|--------------------|
| 2 | 2 Well-trained personnel may enhance both workflow and quality. To ensure both the organization's profitability and the caliber of sales processing, staff members need to be properly trained and certified. Prior to the end of 2020 | To ensure both the organization's profitability and the caliber of sales processing, staff members need to be properly trained and certified. | Before End of 2020 |
| 3 | Our product samples, which will be given out to customers as freebies via our partners and retail locations, need us to get to work right away. | Presenting your items in various ways might increase their attractiveness to customers. a product's performance | ASAP |
| 4 | Improve aspects: in compliance with the target nation's regulations | 4 Improved aspects: in accordance with the laws of the target country The free samples need to represent the culture of the intended country in order to acquaint the public with the product prior to mass manufacturing. Immediately | ASAP |
| 5 | Pricing strategy: | - Increased fundamental discounts are necessary for providers to capitalize on growing demand and consumption. approach method for commercial discussions | On demand |
| 6 | Six Partnership exhibiting essential public areas such as parks, airports, and retail malls By collaborating with the greatest brands in online retail, we can reach a larger audience. Immediately | By collaborating with the greatest brands in online retail, we can reach a larger audience. | ASAP |

| | | | |
|---|--|--|---------|
| 7 | 7 Reduce the amount of inventory held by your large suppliers. - If items come fast, customers are more inclined to make a buy. As Soon As Possible | If items come fast, customers are more inclined to make a buy. | ASAP To |
|---|--|--|---------|

4. Strategy Evaluation

A careful assessment of the opportunities and risks the firm encounters from both the inside and the outside on a regular basis is essential to the strategy and operations of the organization. Based on what our rivals have been doing, it seems like they have modified their strategy to undermine ours. Numerous programmers have failed due to improper execution or unforeseen changes in external circumstances like COVID 19. Assessing the effectiveness of genuine efforts in accomplishing stated goals is crucial. In other words, results are distinct from forecasts.

4.1. Keys Performance Indicator's (KPI's)

Developing KPIs comes next once performance objectives and outcomes have been established. KPIs, or key performance indicators, are helpful measures of our progress towards our objectives.

Although "Key Performance Indicators" (KPIs) are flexible, the objectives remain constant. Let's take an example where you want to sell 100,000 units of your product per quarter. Those would be the key performance indicators:

Second, to break even, there has to be \$75k in online sales.

25,000 products were sold at retail.

Employees who self-evaluate are better able to participate in conversations with managers about their performance reports. Representatives are accountable for certain tasks.

1. Create a list of objectives for the assessment period.

If workers are made aware of their responsibilities and the assistance they need from higher management, they could do a stronger, better, and more improved job.

3_ "An additional sign of success is the ability to fulfil deadlines.

It is important to compare the outcomes with the established standards, goals, and tactics.

4 Determining the representative's familiarity with the performance evaluation system and its description

Capabilities and competencies there is a wide range of skill levels included in the Capability Scale.

6_ Explain how each rating is related to the employee's behavior.

7_ What training or work experience is necessary for you to progress in your field?

Does the salesman have any recommendations on how to do better?

It is essential to comprehend the representative's long-term goals. What advantages does he have when he succeeds?

10_ How can management help the employee maintain high performance levels?

It's time for the employee to have a productive meeting with his supervisors to go over his performance goals.

.Business Review

| No | Task/Topics | Purpose | Lead Time |
|----|-----------------------------------|---|-----------|
| 1 | Overseeing the regular Conference | 1 Supervising weekly activities and processes linked to Conference Workflow | weekly |

| | | | |
|---|--|--|-----------------|
| 2 | 2 Quarterly Review of Business Operations discussing the situation and what has worked thus far.every three months | discussing the situation and what has worked thus far. | Quarterly |
| 3 | Make a bonus programmer | 3 Create a bonus scheme. The secret is to maintain the team's motivation long after the objective and KPIs have been met. Year-end | End of the year |

5. Conclusion

Since the beginning of globalization, diversity has been essential to the development of companies all over the globe. Most people would agree that cultural differences may be a driving force behind a company's ambition to expand into new areas and gain a competitive advantage. Effective management that can adjust to multicultural diversity can be a source of corporate innovation because it can offer great opportunities for international business development and the improvement of qualified staff. It can also boost employee morale, encourage creativity, and extend the company's perspective. Based on historical facts and environmental studies, organizations in the GCC suggest investing in short-term situations via well-known shops and nearby online enterprises, such as the Hajj season in Saudi Arabia and celebrations in the United Arab Emirates. The opening of a duty-free store in Dubai will determine the development's future horizontal exposure as a first step into the Gulf. Thus, the recommended suitable vital response for a firm to use in order to cope with the new market penetration via traditional variety are the "of partnerships" methods

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