



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	
Affiliated Center:	
Module Code & Module Title:	
Student's Full Name:	
Student ID:	
Word Count:	
Date of Submission:	

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Introduction:

Strategy or the science of planning in general is a military term primarily and means the war plan, or it is the art of planning military operations before the outbreak of wars, and at the same time the art of managing those operations after the outbreak of wars. The strategy reflects the predetermined plans to achieve a specific goal in the long term in light of the possibilities available or that can be obtained. They are plans or methods developed to achieve a specific goal in the long term, depending on security plans and procedures in the use of available resources in the short term. And the concept of strategy in general: It is a set of policies, methods, plans and approaches followed in order to achieve the established goals in the least possible time and with the least effort expended.

The term strategy is one of the ancient terms taken from the Greek word Strato, meaning army or military crowd, and from that word derived the ancient Greek term Strategos, which means the art of managing and leading wars.

Strategy means the assets of leadership that does not warp, it is a high-level planning, including the military or political strategy that guarantees the person to achieve goals through his use of certain means, meaning the way or strategy, it is the science and art of planning, tactics and operations, then this word was used in various fields in all aspects of public life,

The word originates from the military expression, but it is now widely used in different contexts such as business strategies, marketing strategies, etc.

Types of the Strategy:

First, growth strategies:

When the organization is in a position to create capital or financial surpluses that it employs in increasing the size of the organization and increasing its market share, it adopts a growth strategy, which in turn consists of alternative strategies that management chooses from among them and moves from one to another according to the external environmental variables in which it operates.

And what is an appropriate strategy in a certain period, may not be so in a later period, as long as organizations coexist in a rapidly changing world.

And when the organization tends to grow, it sets its goals in the form of increasing sales, market share, and profits. the following alternative:

Self-growth: that is, the organization can expand and grow according to its own capabilities and capabilities, where funds and other resources are needed for growth, whether within the sector in which it operates or in other sectors.

Focus strategy:

To focus on customers (markets) and this is done through:

Rely on existing customers.

Attracting competitive clients.

Focusing on the product: This is done through:

Improving the services provided with the product.

Develop and develop new uses for the product/service.

Focusing on technology: This is done through:

Develop machinery and equipment to improve efficiency.

Develop new uses and benefits for the product/service.

Integration and installation strategy:

Organizations work to form a mixture of strategies that suit their main purpose or mission, and the organization may use more than one strategy at the same time, this happens in large organizations that have multiple purposes, or it may mean the organization has a strategy in a sequential manner.

diversification strategy:

Introducing new products/services

Add new markets.

They added some production processes to their existing operations.

The main objective of this strategy is to enter the business organization in some areas of business. It is an appropriate strategy when the organization has a strong competitive position

Second: Competitiveness strategies

When a company cannot grow while it can continue to provide the same products to the same markets, it needs a stability strategy. In this strategy, the company seeks to maintain its market position, and despite this, managers can increase profits by increasing productivity and achieving a larger business volume than the same customers. One of the reasons for adopting a stability strategy is the managers' feeling that the company is performing well, or their realization that the trend for change will carry with it significant risks, and that the company needs a rest period after a period of rapid sprint towards growth, in general, stability strategies can be more successful in the short term Among the alternatives to this strategy are:

Breathing strategy:

After rapid growth and competitive exhaustion, the company may need a period of rest in which it absorbs what it has achieved and reorganizes and mobilizes its resources for the next stage of growth, in better environmental conditions.

stability strategy:

It is a strategy of not taking a new decision and testing the continuity of current operations and policies, in the short term, and depends in this strategy on the absence of a change in the company's position. The relative stability caused by the stable competitive position of the company in an industry that is not experiencing significant growth, encourages it to continue on its current path with minor adjustments to improve its sales and profits.

Artificial Profit Strategy:

Here, the company's senior management will not take a new decision, that it will try to provide artificial support for profit when it is going through a period of diminishing sales, revenues and profits, by reducing both investments and some expenses in the short term.

Third, the Defensive strategy

It is also known as the defensive strategy, here the administration needs to reduce operations and reduce the volume of activity, when it faces a difficult financial situation, or an effective threat from one or more strong competitors, whether from current or new competitors, or any influential problems within the variables in the external environment, Or when management finds that it can make a profit on the fact that it reduced the volume of its activity. Among its alternatives:

Harvest strategy: This strategy includes reducing the volume of activities or eliminating activities that can no longer be developed.

Transformation strategy:

It is the strategy that the business organization follows when problems are widespread in it, but it is not yet serious, and it involves two phases, the first is contraction, which aims

to reduce volume and costs, and the second is the stage of support and stability, which involves the development of a program to stabilize the new position of the organization.

Abstraction strategy:

It is appropriate to follow this strategy if the performance of one of the strategic units or one of the lines of products and services is low, or in the event that one of the sectors is not compatible with the rest of the organization's sectors, and in this case the business organization sells or liquidates these strategic units.

Turnaround strategy:

Here, the business organization retracts and reduces its work in the face of environmental threats, as the business organization reshapes its business by excluding some ineffective processes in order to increase the effectiveness of the production process as a whole, such as the business organization maintaining the same volume of sales and profits while reducing investment costs and volume.

Filter strategy:

This strategy represents the last resort when the rest of the deflationary strategies fail, and investors see that early liquidation is better than bankruptcy at the end.

The best strategy that will support Just Toysz to growth

Vertical Integration Forward

When the company sells its products to the distributor or wholesaler in order to sell it to the

consumer, this is the natural course of the product, but when the company sells its products to the final consumer directly without any intermediary mentioned between it and the end consumer, it has applied the forward integration strategy

This strategy achieves two main goals for the company:

- 1- Reducing the cost of the product to the consumer
- 2- Get more profit

But it is worth mentioning that the company must have a large budget available to carry out this strategy is not only manufacturing budget, but an additional budget for direct distribution.

Vertical Integration Backward

When the company supplies the requirements of production processes for itself without relying on companies of course, integration achieves two main goals

- 1- Reducing the operating cost (reducing the price)
- 2- Controlling the quality and price of production inputs (making profits)

Companies resort to this strategy when:

- 1- It requires strict quality standards to ensure the quality of its products, so it is difficult for suppliers to adhere to them.
- 2- It requires the supply of huge quantities that are difficult for suppliers to provide.
- 3- Achieving a cost leadership strategy by working to reduce costs by supplying itself.

Competitive advantage strategy that will assist Just Toyz to strengthen their market shares in both of its international markets.

It is preferable to start choosing a competitive strategy before starting your project, I mean in the INTRODUCTION stage, to instill in the minds of investors and workers from the first day what the competitive advantage and the plans used by which they will overcome the competitor to gain more market share.

We can describe a company as having a competitive advantage when this company succeeds in attracting more customers, generating more profits, or achieving greater profits and returns for shareholders compared to its competitors. A company is able to achieve a competitive advantage through its ability to add value to its products and services or reduce its costs more effectively than its competitors in the same business sector.

The competitive strategy that will assist Just Toyz to strength their market shares in both international markets is Cost leadership strategy whereby the company offers its products or services to customers at lower prices than competitors, and in order to succeed in achieving this competitive advantage and overcoming its competitors belonging to the same business sector, it seeks to reduce and control costs throughout all the value chain activities it performs. For example, these companies are keen to deal with suppliers who sell parts and supplies at the lowest prices, conduct manufacturing operations in cheap labor markets, and automate their processes until they achieve maximum efficiency.

Companies that must adopt a cost leadership strategy to spend as little as possible of the money on the production of products or processes to provide services so you can make profits when these products or services sell at the lowest prices.

Walmart is the pioneer in the use of cost leadership strategy, offering a wide range of products at lower prices than competitors, because it does not spend its money on stores or luxury stores, negotiates with suppliers to get goods at lower prices, and it pays Relatively low for the employees who work for it.

Recommendations to Just Toyz about the company's short-term and long-term goals.

The main difference between short-range goals and long-range goals is that short-term goals focuses on an immediate period, particularly in terms of revenue and profitability, while long-term goals focuses on future accomplishments.

In the present business context, business owners plan their business in the short, medium and long term. Short-term planning is usually involved in operations that show results within a year. Some organizations use medium-term plans with results that take several years to achieve. On the other hand, long-term plans consist of the general objectives of the organization which are established four or five years in the future and are usually based on reaching the medium-term goals.

For Just Toyz I recommend as long term goals which are:

- 1- New product development.
- 2- New Market development.
- 3- Improve cash flow

For Just Toyz I recommend as short term goals which are:

- 1- Staff training.
- 2- Make commercial ads.
- 3- Securing the company's brand name.

executive summary:

It is a global gaming company that distributes its products in Japan and the United Kingdom. This report includes the mission, vision, and goals of the company and a brief analysis of the strengths, weaknesses, opportunities and threats that show the internal and external factors that affect the company to develop strengths, avoid weaknesses, Take advantage of opportunities, and deal with threats appropriately.

Strategic plan for Just Toyz

1- Mission statement:

Developing and distributing, and publishing of children's games, computer games and video games.

2- vision statement:

To be one of the best home games companies in the world, where its products enter most homes.

3- SWOT analysis for Just Toyz:

SWOT Analysis or what is known as “SWOT Matrix”, or “Quadruple Analysis Tool It is an analysis framework used to assess a company’s competitive position and identifies the strengths, weaknesses, opportunities and threats to the business specifically. Swat analysis is a basic evaluative model that measures what an organization can or cannot do, as well as its potential opportunities and threats.

The importance of SWOT analysis is that it helps organizations improve their market position by:

Identifying strengths and maximizing the use of them to achieve business goals.

It shows the company's weaknesses and gives its owners a chance to turn it in their favor.

Explores opportunities for the company to take advantage of in shaping critical development arrangements.

Assists in studying potential business threats, and making fundamental improvements to business arrangements and development plans.

Encourages the development of complementary or alternative plans, and contingency arrangements.

The entire SWOT analysis methodology highlights the company's resources and adds creative and innovative ideas to marketing strategies to help face the odds.

Just Toyz's strengths:

- 1- Innovation is one of the company's greatest strengths, as its ability to produce toys for children and new and innovative products puts the company at the top of the list.
- 2- Brand reputation: due to the advanced features and unique designs of the products.
- 3- Marketing strategy where huge advertisements for products are made.

Just Toyz's weaknesses:

- 1- Product defects: Several obvious defects appeared in some products.
- 2- Some products are similar and there is a difference in price.
- 3- Distribution in limited markets.

Just Toyz's Opportunities:

- 1- Due to its good reputation in the market, the possibility of expansion and spread to new markets.
- 2- Due to the loyalty of customers, it is possible to increase its market share.

Just Toyz's Threats:

- 1- The large number of competitors in the market in the field of game production.
- 2- Rapid development in gaming technology.
- 3- The impact of other currencies on global markets Therefore, the change in the currencies of other countries may affect the company's profits.
- 4- The impact of the COVID-19 pandemic on the company's revenue.

4. Goals:

- 1- New product development.
- 2- New Market development.
- 3- Improve cash flow.
- 4- Securing the company's brand name.

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