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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



Just Toys online wholesaler company

Proposal for a strategic plan

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1. Introduction

Because of recent technical and societal changes, as well as competition from rival organizations, there is a need in modern times for strategies to attain agreed-upon goals and objectives, providing the organization a sense of purpose and direction (Brown, 2016).

A strategy is some sort of plan of action, undertaken by senior management at a high level of abstraction. In ancient Greek, 'stratos' was the term for the army, so in military terms, 'strategy' referred to 'the act of the general,' so a strategy is some sort of plan of action, undertaken by senior management at a high level of abstraction.

According to Hofer and Schendel (1979), "a strategy is the mediating force or 'match' between the organization and the environment." (Brown, 2016).

Strategic management is the systematic development of resources from several functional areas, such as finance, production, marketing, technology, and human resources, in order to achieve a company's goals. It entails putting all of the entity's resources to good use. It is a set of policies established by top management to guide the scope and direction of an organization. It takes into account the company's operating environment.

Every organization must have a mission in order to continue to exist. Because a mission statement explains their objective, it might be a short sentence. It is also linked to the concept of Vision, which refers to how managers interpret the Mission for their coworkers.

Objectives are the ends to which management activities and resource use are oriented, not just the end of planning. As a result, they give a feeling of direction as well as a metric for success.

Strategies are broad areas of an organization's operations. They serve as a foundation for more comprehensive tactical planning and execution.

Tactics are acts taken to put the details of a strategic choice into action. Tactics may thus be seen of as the precise implementation of a strategy. In addition, in reaction to changing conditions, some tactical decisions will be taken.

Actions, programs, and regulations are operational procedures that will transform the tactic's objective into individual action, and are thus detailed, short-term, and subject to immediate control.

The majority of academics divide strategies into three levels:

Corporate strategy is concerned with the company's future formula and structure, as well as the company's reasoning and the business in which it aims to compete.

Competitive or business strategy: This refers to which products or services should be created and offered to which markets, as well as the degree to which consumer wants are addressed while the organization's goals are met.

Operational or functional strategies describe how the many functions of a company contribute to the company's overall goals. They are interested in how the organization's many functions contribute to the achievement of strategy.

Different Types of Strategies:

•**Planned, intentional strategy.**

•**Emergent Strategy:** Strategies, according to Mintzberg and Waters, can be purposeful, emergent, or something in between. There is a corporate intention, which is then put into action. This aim is sometimes not explicitly set down, but instead emerges over time as part of the culture, as a sequence of interconnected decisions.

•**Opportunistic Strategy:** Strategies can be developed in a variety of ways, including through entrepreneurship. In an opportunistic way, an organization may take advantage of changes in the environment or recognize new skills. Alternatively, an entrepreneur in response to a market opportunity may found a company.

•**Imposed strategy:** A company's strategy can be imposed. Government policies may have an impact on the strategy, as has been the case with the recent privatization of public utilities. A cost cutting and retrenchment strategy may be forced by the recession and the danger of a takeover. Because of technological advancements, an organization may be forced to manufacture new goods to replace those that have become obsolete.

In management studies, strategy is undoubtedly the most significant concept. A practicing manager's most significant activity is, without a doubt, developing strategies. Nonetheless, it is a difficult idea to define and an activity to effectively pursue (White, 2004).

The development of long-term plans for the successful management of environmental opportunities and dangers, taking into account business strengths and weaknesses, is known as strategy formulation. It include defining the company's mission, defining attainable goals, devising strategies, and establishing policy guidelines (Kumari.M, n.d.).

A vision statement defines where the organization wants or intends to be in the future, or where it should be in order to best address the demands of stakeholders. It expresses future goals and dreams.

An organization's goal is a desired future condition or objective that it strives to reach. Goals indicate what must be done in order for an organization to achieve its goal or vision. Goals help to make the mission more visible and tangible. They coordinate and integrate diverse organizational functional and departmental sectors.

There are four key elements to strategic management:

1. Scanning the environment.
2. Formulation of a strategy.
3. Execution of the strategy.
4. Control and evaluation.

Management examines both the external and internal environments for opportunities and hazards. Strategic factors are the following factors that are most crucial to the corporation's future: Strengths, weaknesses, opportunities, and threats are all factors to consider(SWOT).

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A policy is a comprehensive decision-making framework that connects the creation of a plan to its implementation. Companies utilize policies to ensure that people within the organization make decisions and take actions that support the mission, objectives, and strategies of the company.

2. Executive Summary.

"Just Toys" investment in the toy business can be used online in the short term in Europe countries based on the quality of life and purchasing power related to an individual's salary. In this search, we look at starting a business through available channels, mostly through collaboration with partners, in the near term to accomplish growth in line with the smart goals, and then developing it into Europe headquarters as a long-term plan as a horizontal development strategy.

When comparing the investment opportunities in Japan vs. United Kingdom, the recommendation is to start a business in Japan. Due to the ease of doing business in Japan as opposed to United Kingdom, which has many barriers. United Kingdom presents a more complicated direct investment model, so you will need to start through an agent because of labor market regulations and taxes that will add to product prices, so you will need to start through an agent.

The Japan market is a bright one, with numerous reasons to invest, including Japan's hosting of the many tournament. Furthermore, because to the large number of visitors, the number of tourists visiting Japan in next years is expected to rise.

3. Schools of Strategy.

3.1 The planning school

Which usually refers to how a strategy should be stated rather than how it should be formed. "Budgeting, scheduling, and programming are examples of implications that this paradigm addresses."

This school bases its approach on discretionary assumptions, which are subsequently used to formulate the plan. It is a school of thought that is commonly used by businesses that rely on natural resources and long-term forecasts of their use, such as oil firms. The focus of this school is on breaking down the planning process into manageable chunks in order to arrive at a solid, implementable strategy.

Despite the school's power and the strength of its outcomes, it does have some drawbacks, such as:

- The process of strategic analysis and strategic thinking takes a long time to obtain the correct vision.

- Idealism and a lack of reality, as well as failing to recognize the truth of things and creating objectives and visions that are impossible to achieve and accomplish, are all examples of idealistic thinking.

3.2 The positional school

The positioning school is where a company can develop its strategic position in a competitive market. As an analytical development, this model develops a strategy framework. The positioning strategy examines the company's position in the market, with the purpose of distinguishing it from competitors in the same area.

This school's essence is an attempt to merge the two preceding schools, as it investigates the institution's reality and is aware of its resources. It examines the project's external and internal environments, examines markets, and discovers places that the company may cover and use as a bulwark against competitors. However, this school has a shortsightedness problem, as it always focuses on select sections and ignores the remainder of the image, which may have very powerful chances.

3.3 Cost Leadership Strategy

The company's strategy is to cut costs and sell products at lower prices in order to increase market share and sales volume while maintaining an acceptable level of quality, and this serves as a strong line of defense against competitors and consumer bargaining power, as well as erecting significant barriers in the way of any new competitors. This strategy is centered on channeling all of the company's efforts toward the core goal of lowering total costs, such as design expenses, production costs, distribution costs, marketing costs, and so on. This strategy is considered a basic option that a company can adopt in the event that competitors offer similar products, as production at lower costs becomes the only option available to the company. According to this strategy, the most competitive companies are those that can produce at the lowest costs, but if the price is imposed, as it is in some sectors, the more the company presses its costs, the higher its profit margin.

3.4 Differentiation Strategy

This strategy aims to set the company's products apart from those of its competitors. It is based on the presentation of products with distinct qualities and characteristics, as well as value to the customer, which leads to the satisfaction of their needs in a different and more effective way than

competitors, especially for customers who value excellence and quality over price. By doing so, the company offers products or services that are distinct from those offered by competitors, and as a result, the customer is willing to pay a higher price for them than usual. This also helps to improve the company's mental image by emphasizing the product's quality, service, and identity. Due to the diversity of consumers' desires and needs, the aspects of differentiation are numerous and cannot be limited. For example, high quality, ease of use, product delivery, accuracy of delivery dates, and long product life are all characteristics that the company can use to differentiate itself.

3.5 Cognitive school

According to this school, strategy is a mental process that considers multiple perspectives to read reality and the surrounding environment in a difficult-to-understand manner, and so strategy development is an emergent and progressive process rather than a planned one. This notion argues that organizations who use it develop their strategy by analyzing their clients' psychological needs. The organization will focus on the requirements and wishes of its customers when establishing its strategy, which means it, will undertake an analysis of behavior and how individuals behave to particular scenarios before using this information to help them formulate a strategy.

4. Selected School of Strategy.

According to my opinion, the best school of strategy for Just Toys is a combination of Positioning and Cognitive schools of strategy in order to achieve a clear plan that shows the internal and external business environments while also being aware of the needs and desires of its customers. Because it operates in multiple locations, it must study the consumer behavior of each location. As a result, this will be a hybrid of a school with a perspective and another with a descriptive approach. Just Toys may be unwilling to choose the learning school because it demands the organization to rely on experiences; however, because Just Toys is still relatively new, there may be a lack of prior experience, resulting in a lack of strategy. The positioning school has integrated the other two schools of perspective approach to provide a clear image of the company's surroundings, as well as a descriptive approach to construct a picture of how consumers will perceive their products in the market.

5. Competitive advantage.

What sets you apart from your rivals or competitors is your competitive advantage. A corporation gains a competitive advantage when it is able to implement customer-value-creating tactics that present or potential competitors cannot match, and when these competitors are unable to reap the benefits of such strategies in the market. Michael Porter proposed three major techniques to achieving competitive advantage. Porter said that a corporation must choose only one of the three options or risk wasting valuable resources. The toy sector has shown to be competitive, as seen by the industry's annual growth rate. In 2019, global toy sales totaled \$90.7 billion, up 0.5 percent from the previous year. This was also a 15% increase over 2014. (According to The NPD Group, 2020).

6. Strategy Formulation

6.1 Vision

It demonstrates how a company's actions will influence the environment, but it is much more than that. Your vision statement serves as a source of motivation and serves as the foundation for all of your strategic planning. The company's future aims and ideals are defined in a vision statement. It does not change through time; rather, it remains constant. Clarity, accuracy, completeness, correctness, and civility should all be present.

Our vision **"To become one of the world's leading toys producers and to make entertainment accessible to everybody"**

6.2 Mission

In "Just Toys," we aspire to assist the community by creating new jobs, growing from a selling to a manufacturing stage, and providing a varied range of toys items to our clients all over the world via online marketplaces. Thanks to our innovative and cooperative staff, we prioritize our customer's satisfaction by delivering low rates and good quality, which serves to make the entertainment sector better for the community. We make substantial investments in our people, who are our true capital.

6.3 Values

Leadership: We are passionate about serving the community and encouraging our employees to be effective leaders.

Integrity: we adhere to our commitments in terms of credibility and agreements, and we do what is right.

Client satisfaction: look after our customers and maintain a high level of service.

6.4 Market Overview

Depending on the age and income of customers, the toy sector will increase worldwide, either in electronic games or in smart applications or traditional toys. As a result, we must concentrate on market analysis and related factors in the toy industry in Japan and UK, as they have one of the highest per capita income in the World, as well as a culture of purchasing power and currency strength that is nearly identical to that of the Europe countries, and thus can serve the region.

6.5 SWOT Analysis

SWOT analysis can be used to evaluate where a company stands in a competitive market and what measures need to be taken to advance strategic planning, allowing decision-makers to chart a possible course for the company.

Strengths:

- The high quality of toys designed for amusement and education, as well as the steps taken to ensure that chemical-free materials are always used.
- The staff's abilities and knowledge are exceptional.
- Using e-marketing apps and websites, you can launch a marketing campaign.
- The company has significant financial capabilities.

Weaknesses:

- There could be a resemblance to other toys made by competitors.

- Because Chinese toy manufacturers dominate the global toy market, they may find it difficult to compete.
- Being a supplier but not a manufacturer may result in higher intermediary costs and a failure to make a reasonable profit.

Opportunities:

- Just Toyz's online presence allows them to increase their digital footprint and reach a larger audience in more places. Countries in Europe and Asia, for example.
- The East Asia has one of the world's fastest-growing populations. Every year, a large number of children are born, resulting in a growing market for toys.
- During the current crisis, there is a growing demand for this type of product.
- Due to its financial strength, the corporation may expand its reach into new markets.

Threats:

- Due to the low entry barriers, new competitors may enter the industry.
- Because of Covid-19's impact on the global economy in 2020, an economic recession may occur, lowering the customer's purchasing/spending power.
- During this crisis, there was a considerable fluctuation in exchange rates.
- Investment laws and taxes, as well as governmental regulation.

7. Organizational goals.

Setting short- and long-term goals is an important part of growing a business. Short-term goals are always acts made in order to achieve longer-term objectives.

Short-term goals:

- To enhance brand recognition, create an independent website and application for Just Toys. This allows the buyer to see all of the products and sort them by age, type, and price.
- Create a logo for the company and register it as a trademark.
- Conduct a quarterly market analysis to stay on top of any trends or developments in the toy market. New competitors, for example, may enter the market, causing market share numbers to fluctuate.
- Form a cooperation with toy stores and airport stores, and outsource logistical services.

- During the second half of the year, work on designing the company's web application so that we may present all products for speed and convenience of sales completion.

Long-term goals:

- Over the next three years, increase annual revenues by 50%.
- Producing a unique product in the Japanese language, as the japan community accounts for a sizable portion of the population. Towards the end of the second year.
- Build many factories around the world, at least one on each continent, to ensure that as many children as possible experience delight.
- Consider developing a brand for video games/consoles, as this industry is rapidly replacing toys as children become more interested in them.
- Merge with other brands to form a joint venture and gain market share.

8. Strategy Implementation.

8.1 Business Making Model

Identify the site and rent an office to manage the work and monitor the process execution in the target market.

Marketing Strategy: The next step is to develop a marketing strategy for distributors and customers. Individuals and communities might learn that the products and services of others can suit current and newly defined needs through marketing, which is an integrated communication-based process. Many social disciplines, particularly psychology, sociology, and economics, have an impact on marketing. Marketing is growing the influence. Advertising promotes these activities, and research is linked to a variety of creative arts.

This is a type of marketing. We can advertise our work on television, posters, publications, and other forms of media. Advertising is a type of communication that tries to encourage potential customers to buy or consume more of a brand's products or services.

8.2 Business Action Plan

- **Hire more employees:** Begin hiring employees in accordance with the company's smart goals and mission. To increase coverage, increase sales, and maintain outstanding after-sales and support with a high response rate.

- **Samples of products:** must work on giveaway samples and little gifts for clients to be delivered via partners and selling locations.
- **Maintain minimum stock** levels with suppliers for main products. Increasing the likelihood of earning orders through speedier delivery.
- **Pricing strategy:** Need to obtain a larger baseline discount from suppliers to be applied based on increased demand and consumption, as well as agree on a strategic pricing technique for strategic deals.
- **Feature enhancements:** based on the culture of the target country .Previously mass-producing a large quantity, the free samples should be designed to reflect the culture of the target country. This level usually entails a lot of research and development as well as the expansion of the company's product line. When organizations have a great awareness of their existing market and can deliver novel solutions to match customer tastes, they adopt a product development strategy.

9. Strategy Evaluation

Internal strengths and weaknesses, as well as external opportunities and dangers, should all be assessed on a regular basis while reviewing the company's strategy. It might reveal how competitors reacted to our company's plans, as well as how they altered their methods in response to our recommendations.

Furthermore, some ineffective strategies have been chosen and implemented in a poor manner, or external events (such as COVID 19) have forced the corporation to rethink its approach. Managers must evaluate planned activities in relation to actual progress toward achieving stated goals. In other words, real outcomes are compared to predetermined outcomes.

9.1 Keys Performance Indicator's (KPI's)

The next stage is to create KPIs after the result and performance targets have been established. KPIs are a type of metric that may be used to determine whether we are meeting our strategic goals. The metrics used to calculate 'KPIs' may vary, but the goals will remain the same.

10. Recommendation

- Just Toys wants to provide a line of creative toys that will help children enhance their cognitive skills at an early age by using interactive toys.

- To gain access to new markets and more prospective clients, hire digital marketers and sales generation team members from a variety of backgrounds and cultures.
- To compete with alternatives such as popular video games, consoles, and other toys, create appealing, interesting, and interactive toys.
- Create incentive initiatives to improve client loyalty among current and new customers.

11. Conclusion.

The conclusion is that any effective management that adapts to intercultural diversity can be a source of business innovation because it provides huge opportunities for global business expansion and the development of skilled workers, as well as moral support to motivate employees, create creativity, and a broader vision in the worldwide business activities. Just toys used these factors as a guide to investing in the japan area based on the power of buying there, taking into account all environmental analysis and tourism resources such as the. Based on the previous facts, short-term investments in the japan are recommended through partnerships with well-known stores and local online stores. Later, the visibility will be selected for horizontal expansion. As a result, the corporation must accept "partnership" methods as a proposed important option for dealing with new market penetration through a decent variety that enables the organization to limit the expected challenges.

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