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Introduction

Business strategy is one of the most important policy documents which continues to guide the processes, operations, and performance of a company. Strategic management, as one of the most important managerial functions, has remained a hot topic of debates for the researchers and business for the last couple of decades (Barney, 2017). Strategic planning is one of the important means that helps public and private sector institutions in the world to define their future visions and general directions, and to ensure the sequence of these goals into realistic plans and tangible projects through which they work to achieve their goals in the medium or long term.

Strategic planning is a long-term planning, and this planning takes into account all external and internal variables, and identifies all target segments and sectors, in addition to competition methods.

This planning answers the question of where we are going, taking into account the future vision of the institution and the relationships of integration and linkage between all aspects of this organization, in addition to the various activities it undertakes and the relationship that links the organization with its surrounding environment.[1] This type of planning is considered one It is one of the basic components of strategic management, and depends on foresight on the institution's future situation, and then working on preparing for it.

- 1. An outline comparing the different strategy schools. Choose the one that you feel best supports Just Toyz's growth.**

Different strategy schools

There is a set of strategies that have a major role in providing aid to the owner of the entrepreneurial idea in order to achieve success in his business and ideas, and it is necessary not to rely on the way of working day after day and use the same methods and machines, and to carry out the process of development and modernization in order to track the changes that occur in The current time of technological changes and many, so he must change the workflow plan to suit the changes and developments that are taking place. Entrepreneurs must develop their skills and experience through training and other courses that contribute to their success. One of the strategies that contribute to ensuring the success of entrepreneurship Every entrepreneur who owns projects, regardless of the size of the project he has, must prepare the plan, that is to plan and think about the future logically. Term.

Competitive advantage is a feature that enables a company to outperform its competitors, and this allows the company to achieve higher margins compared to the competition and generates value for the company and its shareholders, factors allow the company to produce better services or goods or at a lower cost than the competition, which may generate more sales or profit margins Above, to be a successful leader, the company's competitive advantage must generate value for stakeholders and be difficult for others to reproduce

There are many strategic schools according to the curriculum and objectives, each of which has its own system, structure and procedures

So that traditional schools of thought adopt a traditional view towards strategic management, and assume that strategic management should consist of a set of standard rules and regulations that will help the organization to find high levels of order and stability in the organizational environment. Those schools were classified into one group, the Prescriptive School, and it consisted of three schools:

1. Design School. This school sees shaping strategy as a process of conception.
2. The Planning School This school sees strategy formation as a formal process.
3. The positioning school or the positiving school. This school sees the formation of strategy as an analytical process.

Modern schools of thought consider strategic management to be an active process, characterized by flexibility and innovation, because it responds to threats and opportunities in

the external environment of the organization. These schools are classified into two groups, the first is the Integrative school and it consists of one school, namely:

4. Configuration school: This school sees strategy formation as a process of transformation.

The second is the descriptive school, which consists of six schools:

5. Entrepreneurial school, this school sees strategy formation as a creative or visionary process

6. Cognitive school: This school sees the formation of strategy as a mental process.

7. Learning school. This school sees strategy formation as an emerging process.

8. The Power school: This school sees shaping strategy as a negotiation process.

9. Cultural school: This school sees strategy formation as a team process.

10. The Environment school This school sees strategy formation as an interactive process

As the person responsible for the development plans of Thai online wholesaler, I tend to apply the idea of the pioneering school that depends on creativity and innovation and breaking out of the ordinary and being out of competition because of its distinguished and pioneering ideas.

Competitive advantage can be achieved through the use of leadership strategies that have administrative and leadership capabilities backed by human capital. Here are the most important roles that leadership strategies play in order to achieve competitive advantage:

- Effectively moving the organization and its job descriptions.
- Ability to analyze tasks and operational details.
- Executing tasks openly and responsibly.
- Master facility management so as to be able to provide effective and efficient organizational operational facilities.
- The ability to make appropriate decisions by anticipating the impact of decisions on the performance of the organization and its members.
- Empowering the organization and its employees always and conducting continuous monitoring.
- Providing advice to his subordinates.

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2. Competitive advantage strategy that will assist Just Toyz to strengthen their marker shares

The competitive advantage in Just Toyz can be achieved through the use of leadership strategies that have administrative and leadership capabilities backed by human capital. The following are the most important roles that leadership strategies play in order to achieve competitive advantage:

- Effectively moving the organization and its job descriptions.
- Ability to analyze tasks and operational details.
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- Always empowering the organization and its employees and conducting continuous monitoring.
- Providing advice to his subordinates.

These basic leadership capabilities must be followed by managerial and entrepreneurial capabilities. The most prominent of these management capabilities that must be possessed are:

- planning
- Organization
- Decision making
- Monitor and follow up indicator
- Response issues
- coordination
- Control and calendar

Among the entrepreneurial capabilities that must be possessed are:

- Possess strong concepts and ideas capable of moving business effectively and efficiently.
 - Having a vision and mission supported by the ability to take appropriate decisions and the ability to implement the specified strategy.
 - The ability to inspire and motivate employees and business partners to seek opportunities, and at the same time, - - - take advantage of these business opportunities to achieve business goals.
 - Ability to communicate and use information technology to support business operations.

The most important factors of human capital are:

- Efficiency
- training and development
- Organization and career path
- Compensation.

These human capital factors are used to support core leadership, managerial leadership, and entrepreneurial leadership in order to create a competitive advantage for the business.

Examples of competitive advantage

- Access to natural resources that are restricted from competitors
skilled labor
- Unique geographic location
- Access to new or proprietary technology

The ability to manufacture products at the lowest cost

- Recognize the brand image

Types of competitive advantage

Companies can have various competitive advantages, and there are six types of competitive advantages that you can take advantage of:

Differentiation: This feature means that you offer products with a unique benefit over the competition, such as better quality or faster service.

Cost leadership: This advantage involves producing goods or services that are equal to competitors but offered at lower prices.

Market Focus: This feature targets pre-selected markets rather than a single large market to reach a specific demographic.

Branding: This feature encourages brand loyalty by presenting a unique or superior brand with image, position, and strategies, or by constantly updating features.

Network: This feature refers to subscription services that use member benefits or bonus incentives.

Resource: This feature refers to a company's advantage due to limited access to resources or materials for production.

The importance of competitive advantage

The competitive advantage distinguishes the company from its competitors, and contributes to higher prices, increased customers and brand loyalty, and creating such an advantage is one of the most important goals of any company. Below we learn about the benefits of competitive advantage:

- It can contribute to higher profit margins.
- It may help to attract more frequent customers.
- Helps maintain brand loyalty.
- It can add predictability and consistency to your company's revenue streams.
- It may help attract more brand alliances, talent and potential investors.

How does competitive advantage work?

There are three factors that help determine how a company will shape its competitive advantage:

- market analysis

In order to develop a good competitive advantage, it is necessary to know the target market and how it can affect the overall growth of your business. Companies may associate their primary reason for achieving a competitive advantage with low-priced goods or services, high-quality products, or a unique selling point that reaches many customers, and embodies the competitive advantage. The interests of the company's target market, which leads to new sales, and to get more information about the target market, some different methods can be tried, such as:

- Conducting customer surveys
- Collecting data on competitors' products and points of sale
- Get feedback on marketing and sales strategies
- Determine sales trends for specific products during different seasons

-Implementation of strategies

Businesses can develop and implement strategies that they think can help put their products ahead of the competition, for example, a hair and makeup company may focus on rebranding their products to make them stand out from the competition, another way that competitive advantage works is to identify the target audience and implement.

Strategy Monitoring

A company can monitor the strategy it uses to adjust ineffective areas and focus more resources on successful areas, which can enhance its competitive advantage, for example, a beauty and hair products company whose competitive advantage is its social media platforms, can monitor the number of new customers Referrals through their social media accounts, and monitoring this information helps the company create more avenues for new customers to sign up for their products, such as rewards or referral programs.

So, the leadership strategy can be used to help Just Toys Company in competition, reap profits and stay in the market as long as possible. This strategy makes it possible to use the blue ocean strategy to keep Just Toys unique in the market and enjoy unprecedented competitive advantages.

With the help of PESTEL analysis, the strategic and administrative decisions of Just Toys are more likely to stay focused on the vital drifts impacting the wholesaler industry. The comprehending of competitive background and the external influences and developments recognized in this PESTEL analysis may aid Just Toys to create approaches that are suitable for the business setting.

Porter's Five Forces is a theory and framework which recognizes and examines five competitive forces that form each business, and aids to regulate a business's flaws and fortes. Regularly utilized to classify a business's arrangement to control corporate strategy, Porter's model could be executed to any section of the economy to hunt for effectiveness and desirability (Porter, 2008).

3. Recommendation to Just Toyz about the company's short term and long-term.

Competition is healthy in business, as it is what drives companies and individuals to innovate to stay ahead of the curve. However, this rivalry can be a concern for businesses and companies, because the competition does not give you room to rest or retreat.

And if you work in a very competitive field, you have to develop new plans and adopt different strategies, such as the blue ocean strategy, which gives you the ability to swim away from the competitors, and you can follow the following tips to achieve success in your business:

1- Get to know your customers

Did you know that many companies do not have enough customer data to create effective marketing campaigns?

Most marketers know the buying patterns of their customers, which is certainly useful for following up on customers, but there is a lot of information that you can use to further improve your marketing plans, as you can build a relationship between them and your company, making the customer relationship extend beyond the completion of the purchase process.

The world of data today provides you with everything you need to understand your current customers, through the use of modern technologies and relying on artificial intelligence, and we can help you know your customers better, request a free consultation today.

2- Get to know the other competitors

You must have a deep understanding of the market you are working in, by understanding other competitors, examining what your competitors are doing, and you have to focus on what others are not doing, that is, to stand out from other companies.

Highlight the qualities that distinguish you from others

What makes you different from other competitors? That is, what makes you unique and distinctive in the market you work in. For example, Ikea designed the company's catalog interactively, which increased the interaction of individuals and the time they spend browsing the catalog, because the company found that the company's publications are a distinctive and distinctive sign for it

3- Be clear the market

Your company has to have a clear message, that customers want to know what you can do for them that no one else can do, and this is how you will earn your customers' satisfaction and trust.

Every time you communicate with your audience, you have to be clear and use the message that is appropriate for the segment. Take care of your team.

When learning how to handle competition in business, this approach may not seem the most obvious. However, you can keep your team productive by making them happy too, by listening to your team when they tell you what they need to be happy. For example, CIP and

his team have followed the method of support and trust, by making them partners in success, and adopting the method of being honest with them and listening to their problems, which resulted in building a team of the best experts and workers in the target field and that your message is clear.

4- Targeting new markets

You have to start working on a new strategy, away from the traditional strategies that keep you in tight space with other competitors, fighting for sales in a known market space. But with the blue ocean strategy, you can swim away from the crowd and break out of the tight sales circle with other competitors. No matter what the company sells, big or small, thriving or discontinued, Blue Oceans helps you transform, giving you the ability to operate in a vast new setting where the market is entirely yours without competition and hassle.

5- Discover new partnership opportunities

For companies, partnership opportunities are very popular at the moment, as most companies are reaching out to others in the hope of reaching a new market, and these symbiotic relationships help both partners by providing the kind of opportunities that would not have been achieved otherwise, when thinking about partnerships. Think about what your company needs to achieve more success and then take advantage of this opportunity.

6- Keep innovating

In today's world, your marketing team's motto in the changing online media world should be innovation, your new and old markets benefit from innovation too, through continuous innovation, your team will stay focused on the goal while keeping your customers interested in your company.

There is more than one way to face competition in business, but you have to choose the right strategy and method for your company, and the above tips will help you deal with competition in your business and develop a better idea of what your customer needs.

Although you provide services to customers, you can achieve greater success by understanding what attracts customers to your business. Having conversations with your customers in your target market gives you insight into what customers find valuable in your business and where they do not. You can also implement feedback strategies and connect with customers through a variety of platforms, including customer service, website forums, social media, and survey forms. Customizing your email communications with your customers is a great way to build value and trust with them.

In addition to connecting with clients, you can create credibility for your business by hiring the best talent. If your employees are happy, this is reflected in the work they do. Showing

photos of team members on your company website and social media profiles boosts your credibility and makes your company look friendly and trustworthy. Hiring employees to write posts about company or industry news on a blog is a great way to attract more potential clients. It encourages readers to share your content and is a great resource for free marketing and communication.

Understanding competition weaknesses is critical to maintaining competitive advantage and ensuring market dominance. You should conduct competitive analyzes in your marketing plan to determine where in the competition you need to focus more. Once you determine the advantage of competition, you need to clearly define the competitive advantage to dominate a market. In the age of technology, many companies are creating products and services to provide a unique combination of value to consumers.

4. Strategic plan including an executive summary, mission statement, vision statement, SWOT analysis and goals.

Strategic Management Plan of JUST TOYS

JUST TOYS's strategic plan is known as 'plan to win'. The idea of the strategy is to understand that JUST TOYS does not aim to be the largest wholesalerchain, instead it desire to achieve the paramount status among its rivals. It attempts to realize this by adding the fifth 'P' in 4Ps which is called 'People'. It also integrate environmental strategic management plans.The strategic management plan of JUST TOYS's UK is to keep stressing upon the best provision of wholesales.

The top strategy of JUST TOYSis to create value in its product value to customer. When the customers go to the outlets of this food chain, they trust the quality and the value they are getting.

The SWOT analysis framework recognizes the appropriate internal and external dynamics that regulate accomplishment of the company. JUST TOYS utilizes an assortment of approaches to manage these dynamics. The SWOT analysis of JUST TOYSdemonstrates that the firm out to deal diversification and procedure tractability, along with business development and modernization.

Strengths

Strengths of Just Toys includes it to be a principal competitor in the wholesales industry. The intrinsic tactical dynamics underwrites to enhance its structural feasibility. The brand image of Just Toys creates the company to come up more strongly. Additional key forte is market expansion which is founded on the company's existence in most areas across the globe. This aspect decreases certain dangers which are founded of market. Just Toys has a wide-ranging system of standardized progressions that is an asset which adds to company efficacy and product steadiness. The company has the ability to uphold active processes

Weaknesses

The weaknesses of Just Toys are associated to its market motivation, fand procedures. It designates the internal strategic dynamics that restrict the company performance. The standardization of Just Toys guarantees uniformity but then it diminishes its suppleness in reacting to market disparities. Squat product divergence relates to the company's attention on wholesales that is a flaw which makes the firm extremely susceptible to sluggishness in the wholesales industry.

Opportunities

The opportunities of Just Toys are connected to its services and international development. Making an allowance for its reliance on European industry, Just Toys has the prospect to develop and magnify in emerging republics like Asian markets. The firm could also utilize a market development strategy to begin procedures in Middle Eastern nations which are yet to be targeted. Moreover, to deal with risks founded on industry, Just Toys has the opening to progress new goods or move in new businesses.

Threats

The threats faced by Just Toysare founded on the viable competition and sociocultural drifts. It addresses the intrinsic strategic influences that restrict business growth. The wholesale industry is extremely competitive and violent rivals threaten the position of Just Toysas the market leader.

Conclusion

In this assignment, I spoke about the Just Toys Retail Company, I talked about the different schools of strategic management, and the ways in which the company can achieve a competitive advantage, I dealt with SWAT analysis on the company and presented its strengths, weaknesses, opportunities and threats. Some recommendations were made that would achieve a competitive advantage for the company, among these recommendations relying on the blue ocean strategy.

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