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Just Toyz online wholesaler

1.1 A sketch contrasting the various strategic schools Choose the option that best supports Just Toyz's growth. 15% of the population

A person's or an organization's strategy is the means through which they attain their objectives (Mintzberg et al., 1998). We comprehend the processes or operations using means. Mintzberg and associates identified five main means in this context: plans Positions, viewpoints, and pretexts; pattern drawing the five aspects of strategy, as defined by Mintzberg, are these five means or acts (Mintzberg et al., 1998).



Figure 1 - Mintzberg's 5Ps of Strategy

1.1.1 The school of thought, on the other hand, refers to a certain set of academics' line of thought, which has solidified in the field of strategic management (Brown, 1993). In other words, the school of thought can be viewed as a blueprint for an institution.

1.1.2 The following is an outline comparing the different strategy schools advanced by different scholars.

1.1.2.1 Planning school:

This is the school of thought that emerged in the 1950s as a result of the early diversification thinking that was sweeping the industry. The idea was that external circumstances would change slowly, providing time for the strategic process to devolve into minor formal phases. As a result, the method is more formal than rational (Chandler, 1962; Ansoff, 1965).

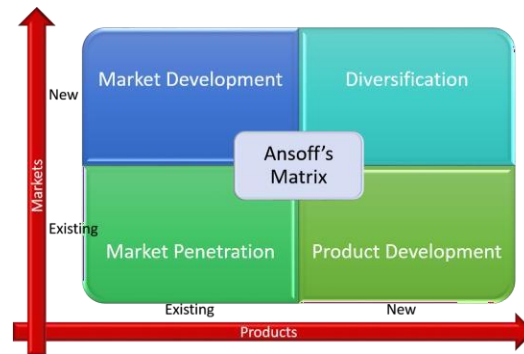


Figure 2 - Ansoff Matrix

The "planning" school of thought holds that the only way to develop a sound strategy is to forecast, plan, and regulate it on a regular basis. Fredrickson (1983), Fredrickson and Mitchell (1984), and Mintzberg (1973a) have found that in unstable circumstances, planning is often insufficient and leads to rigidity. The organization's annual planning rituals limit its innovative potential; options are fixed, and new options go unnoticed.



Figure 3 - Mintzberg Strategy

The strategy is shaped in large part by the board of directors, particularly the president. This method could be standardized and made more methodical. In this context, strategy formulation entails creating, formalizing, and implementing a well-defined plan.

1.1.2.2 Positioning school:

A formal examination of industries provides general viewpoints from this perspective (Porter, 1980; D'Aveni et al., 1995). Through the three fundamental techniques of standardization, differentiation, and concentrated strategies, as well as the Five Forces paradigm, Porter's vision continues to dominate strategy texts. The industrial and economic aspect is at the heart of the "positioning" school, with Porter's (1980, 1985) work being particularly influential. Most analyses of competition and competitive situations are based on economic ideas, and enterprises in a given industry must adopt one of three main strategies: cost -

Leadership, distinctiveness, and focus are all important factors to consider. The school of "planning" has its theoretical foundations in system theory and cybernetics, whereas this school of thinking is greatly affected by economics. It's impossible to pinpoint a specific root system for the School of Design.

An attempt to build an integrative, practice-based perspective led to the approach adopted there.

1.1.2.3 The Resource Based School:

The resource-based school, founded by Robert Grant in 1998, views a company as a collection of resources and capabilities that serve as the foundation for competitive advantage and strategy (Barney, 1991). The firm's resources and capabilities are identified as a major source of competitive advantage and the primary basis for strategy formulation in the resource-based view (Grant, 1995). Companies have been urged to understand how they vary from their competitors and devise strategies to leverage these distinctions as a result of this focus on internal resources and skills.

C.K. Prahalad and Gary Hamel popularized this focus on resources and capabilities as the foundation of corporate strategy in their 1990 historical paper "The Core Competence of the Company" (Prahalad and Hamel, 1990). The capabilities potential is embodied by Honda and 3M, among others, as the "roots of competitiveness," the sourcing of new products, and the foundation of strategy.

As a result, two things contributed to a growing interest in the strategic role of resources and skills. First, when industries grow more solid, internal resources and competencies, rather than external markets, provide a more secure foundation for strategy. Second, rather than industry attractiveness, competitive advantage emerged as the key source of super-profitability.

1.1.3 Choose the one strategy school you feel best supports Just Toyz's growth?

After reviewing and assessing the strategic schools mentioned above, I feel that planning school is the best fit for Just Toyz's future growth for the following reasons:

In under 36 months, Just Toyz (Thailand Online Wholesaler) grew from an online startup to a multi-million baht enterprise. Regardless of the company's financial success over the last three years, Just Toyz need a solid forecasting strategy.

What will the economy be like, what they will prefer, what will the market be like, and so on. The planning school is ultimately responsible for the answers to all of these issues.

Furthermore, the Planning School is bringing back the Ansoff Model for market and product analysis, which Just Toys can employ. The corporation wants to be global, having tributaries in the United Kingdom, Japan, Thailand, and many other nations where they can advertise their products. Just Toyz has invested a significant amount of money in large-scale toy supply, and by implementing Ansoff's marketing techniques, the company will be able to grow the number of consumers and sales.



Figure 4 - SWOT Analysis

As indicated by Marko Makipaa, the planning school also heavily depends on the SWOT model and internal strengths and weaknesses, as well as external opportunities and threats (2004). Just Toyz can use the SWOT model to analyse its strengths, which include a long history in the toy industry, popular brands, and a large market with high purchasing power; manufacturing skills, low production costs, a potentially profitable market, and a rich design cultural treasure; and manufacturing skills, low production costs, a potentially profitable market, and a rich design cultural treasure. It also reveals their flaws, such as the market dominance of Chinese and American producers; low purchasing power, a lack of design, a restricted number of successful brands with creative products, and insufficient access to technology and design investment. They should be aware of the tremendous prospects that Just Toyz may take advantage of, such as the increasing international market in Eastern Europe, Africa, and Asia, as well as financial services, which could be a suitable place to focus on and eventually enter the worldwide market. Furthermore, Just Toyz faces threats such as losing its global market domination to Chinese competitors, gradually increasing production costs, reducing its competitive power, and government intervention in markets, as well as uncertain economic policies and political tensions.

Just Toyz will also be able to understand theories, plan for her new product and new market, manage her budget, timetable, and programmer, and choose the best options and ways to suit her aims and objectives utilizing the planning school model. This model's strategies are similarly arranged in a hierarchical order. Long-term strategies are prioritized first, followed by an average, and finally a short-term strategy.

Just Toyz, on the other hand, may face some controversy while using the planning school model, as this model involves several concerns that could damage the company. For example, planners may place an excessive amount of emphasis on introducing new strategic concepts, diverting attention away from the initial purpose of combating false beliefs. In this model, risk is a key issue since people who apply these principles may opt to compete against competing competitors and thus create new methods, which may be extremely risky, as in Sadler P. (2003). Second, based on some of the methodologies and the curriculum, creating school practice to foresee and forecast the future the economy's trend may lead to strategy and decisions based on assumptions and uncertainties, resulting in the original company strategy being transformed and the requirement of strategy being overlooked.

1.2 Competitive advantage strategy that will assist Just Toyz to strengthen their marker shares in both of its international markets. (25%)

1.2.1 Competitive Advantage Strategy

A "collection of capabilities that permanently enable the business to exhibit greater performance than its competitors" is referred to as a "competitive advantage" (Bobillo et al., 2010).

There are three ways to acquire competitive advantage, according to Porter's logic: cost leadership, centralization, and product differentiation. He stated that enterprises should consider how they enter a market before establishing and maintaining a competitive position. (1980) (Porter) (Porter) (Porter) (Porter)

A careful examination of the toy production and supply business reveals that the market has gotten far more competitive in the recent decade. As a result, a business must be extremely inventive. If it is to survive in this field, its designs and market approach must be customer-centric and proactive. Just Toyz is aware of the increased rivalry and is well equipped to compete favorably with other prominent toy manufacturers in Asia, Europe, and even the rest of the world.

Just Toyz will provide standard educational toys that will become the preferred option of people in Japan, the United Kingdom, and anywhere else the company plans to promote its products. The company's strategic position in Thailand, together with its branches in the United Kingdom and Japan, makes it ideal for supplying toys to Europe and Asia.

The firm's competitive edge is based on its excellent ties with publicists and the general public, as well as the high quality of its toys and the strength of its personnel. The company has a team of highly skilled and experienced marketers, designers, and support personnel who can take a product from concept to market, supply, and delivery. Furthermore, the Corporation is strategically located in the center of Japan and the United Kingdom, allowing it to continue to recruit new clients while preserving relationships with those currently in our database.

Finally, Just Toyz's employees will be properly cared for, and their benefits package will be among the finest in the industry within the Company's category, implying that they will be more than willing to work with the Company to expand the business and help it reach its stated goals and objectives. Just Toyz will also provide decent working conditions and commissions to freelance sales agents who will be hired on a case-by-case basis..

1.3 Make recommendation to Just Toyz about the company's short term and long-term goals. (25%)

1.3.1 Conduct regular Market analysis:

In a dynamic gaming sector, pricing competition and innovation are likely to stay fierce. Traditional games will face rising competition from video games and the recent trend of using tablets and smartphones for entertainment purposes, despite overall favorable growth estimates. There are various trends that support the notion that traditional games will face growing competition.

First, in mature economies, the number of children aged 0-14 is projected to stabilize or decline in the near future.

Second, children who mature at a young age will have a shorter playing period. As a result, Just Toyz will likely face increased competition from traditional gaming alternatives such as video games, tablets, and smartphones, which tend to gain in popularity as children grow older. Just Toyz must conduct continuous market research to ensure that its products remain relevant to customers' changing needs.

1.3.2 Enhance Marketing Strategy:

Just Toyz must underline the fact that its products are actually engaging educational instruments for children in its marketing plan. Parents will want their children to play with this type of game, thus this is a crucial message. The product's "game" feature is utilized to keep kids engaged in the product, which is difficult to do with other instructional equipment. Just Toys should advertise the goods through advertising and direct communications. To learn more about the target demographic, game advertisements should be placed in properly selected periodicals or magazines. For the individual market, periodicals should be used, and for the business sector, a variety of magazines and newspapers should be used.

1.3.3 Target Market Segment Strategy:

For a variety of reasons, Just Toys should concentrate on individual consumers and wholesale customers: Although sales volumes will be lower for wholesale distributors, margins will be better, and a deeper relationship will be formed through direct selling to customers. This is advantageous because it creates a more accurate feedback loop, which aids product development; moreover, fewer classes are involved in the distribution.

1.3.4 Strengthen Sales Strategy:

Just Toys' sales strategy should be tailored to each consumer group. Individual sales strategies should focus on raising enough knowledge of Just Toyz for customers to demand that merchants sell the brand. To engage with the business sector, Just Toyz should strive to guarantee that businesses do not purchase just one or two items, but rather a variety of them to address a variety of abilities. This is especially significant because most businesses rely on repeat consumers, which means that if a customer is satisfied with a product, they are more likely to become a long-term customer who will not seek out new sellers.

1.3.5 Out-sourcing the manufacturing of Toys:

Just Toyz should explore outsourcing the production of all of their toys because the outsourcing model has a number of advantages for the company: Just Toys has no prior manufacturing or supply chain experience. Outsourcing will reduce financial risk by reducing non-compliance at the expense of the manufacturing facility and increasing the scalability of the business model; Outsourcing will allow the company's management team to focus on marketing and developing new products; Outsourcing will allow the company's management team to focus on marketing and developing new products; Outsourcing will allow the company's management team to focus on marketing and developing new products; Outsourcing will allow the company's management team to focus on marketing and developing new products.

1.4 Strategic plan including an executive summary, mission statement, vision statement, SWOT analysis and goals (35%)

1.4.1 Executive Summary:

Just Toyz is a Thailand-based internet distributor that sells toys to both Japan and the United Kingdom. In just 36 months, the company grew from an internet startup to a multi-million baht business. The company intends to continue offering a diverse range of games to a diverse range of customers, primarily in Japan and the United Kingdom, but also globally.

Just Toys recognizes that there are numerous wholesale game companies operating in Japan, the United Kingdom, and other Asian, European, and American countries, which is why it decided to invest the time and resources necessary to conduct an in-depth feasibility study and market survey in order to be competitive favorably with all the competitors.

As a result, all games leaving the company's warehouse will be of the best quality, incredibly durable, and inexpensive. The company aspires to create a business with a diverse clientele, including people in various financial positions. Furthermore, the company will carefully invest in software technology that allows it to manage a one-on-one connection with all of its consumers, regardless of size. Furthermore, the organization shall demonstrate its commitment to sustainability at all times by actively participating in society and incorporating sustainable business practices whenever possible. Just Toys will ensure that it adheres to the highest ethical standards by when customers sponsor things, they need to be able to precisely and totally meet their needs.

1.4.2 Statement of Vision:

Changing society by giving children with high-quality educational toys

1.4.3 Statement of Mission:

Collaborating with parents and guardians in the care of their children by providing high-quality, low-cost educational toys

1.4.2 Core Values:

Just Toyz will continue to evolve in order to be relevant and at the forefront of international trade and business development in order to carry out this purpose in a dynamic business environment. The success of Just Toyz in 2025 is:

- **Innovative:** Just Toyz will place a greater emphasis on impact-based solutions rather than items that are tailored to the demands of customers. In addition, the organization will implement new processes to improve its capacity to provide better value for money.
- **Market-led:** Just Toyz' ambitions to expand sectors within regions and countries will be driven by prospects in international marketplaces. Just Toyz will use this strategy to connect groupings of companies and enterprises in international value chains, thereby creating jobs and promoting long-term development.
- **Partner** To achieve greater commercial impact for good, Just Toyz will strategically partner with a network of multiple actors including governments, the private sector, foundations, academia, other relevant international organizations, emerging economies, donors, business support organizations, and more.
- **Honesty:** We are open about our mistakes. We prefer to let down dishonest clients.
- **Integrity:** We are only as good as our word. We will never break a promise.
- **Friendliness:** We are approachable, do not sell, and wait to be asked.

1.4.3 SWOT analyses:



Just Toys aspires to be one of the major toy suppliers in Japan and the United Kingdom, and is well aware that achieving this objective will necessitate the right business model, management, and organizational structure.

The company also recognizes that there are several toy makers throughout the world, including in the same place where we wish to establish our business, which is why it is conducting due diligence by following the business establishment procedure.

Just Toys knows that by conducting a SWOT analysis that is appropriate for its firm, it will be able to position itself to strengthen its position, take advantage of opportunities, manage risks, and be well prepared to handle threats.

As a result, Just Toyz has employed a business analyst to assist them in conducting a full SWOT analysis and developing a strategy plan to help them accomplish their business goals and objectives. The following is a summary of Just Toyz's SWOT Analysis:

1.4.3.1 Energy:

The company's key strength is the high quality of games it offers, as well as the strength of its crew and well-equipped gaming warehouse. Just Toyz offers a team of marketing, IT, and support professionals who will do all possible to raise awareness about high-quality games. Furthermore, the company is centrally placed in Thailand, allowing it to attract a large number of customers.

Despite the fact that the company is just three years old, it has established a great track record in the gaming sector by selling well-known brands and has a huge market with significant purchasing power.

1.4.3.2 Weakness:

One of the company's primary limitations is that it is a new toy provider, which means it may lack the financial resources and networks to compete effectively with the millions of toy producers and suppliers in the United States, Europe, and China.

Also, we may not have sufficient cash reserves to advertise our brand as effectively as we would like. Another problem that the corporation should address is that the international toy market is dominated by Chinese, American, and Asian producers. The Company's lower purchasing power, as a supplier rather than a manufacturer, limits its ability to develop; The Company's lower purchasing power, as a supplier rather than a manufacturer, limits its ability to create a new brands

1.4.3.3 Opportunities:

The following are the main opportunities for Just Toyz to capitalize on: the presence of an international market for toys in Japan and the United Kingdom, as well as emerging markets for toys in other countries, particularly in Africa, Eastern Europe, and Asia; the company's ability to conduct thorough feasibility studies and market surveys that inform it of potential clients and emerging business areas such as gaming convergence; and the company's ability to conduct thorough feasibility studies and market surveys that inform it of potential clients and emerging business areas such as gaming convergence.

1.4.3.4 The threat:

The economic crisis is one of the key challenges that Just Toys Company may face. It is undeniable that the economic downturn has an impact on purchasing power. Another potential threat to the company is the influx of new manufacturers and suppliers from China and the United States into Japan and the United Kingdom, where Just Toys is based, resulting in fierce rivalry. Furthermore, unfavorable government regulations may represent a threat to toy businesses, affecting Just Toys' business.

1.4.3.5 Goals:

For the year 2020-2025, the following targets will be sought to realize the Just Toyz mission:

1.4.3.6 Increase profit.

- >Improving the availability of high-quality, low-cost educational toys.
- >Through the use of interactive games, children's learning curves can be improved.

1.5 Conclusion:

All strategic schools and patterns should be seen as instruments for gathering strategic data and comprehending a variety of business models. Domestic companies, as well as foreign firms that compete in the worldwide market, dominate the gaming sector (production and supply). Any company's success in the industry, including Just Toyz's, will be determined by how innovative they are in offering game design that responds to changing consumer needs. Furthermore, through market awareness and strategic diversification in the education industry, the company must adapt new tactics in step with globalization

Furthermore, the corporation must maintain its outsourcing approach for funding its items through celebrities. The company will remain competitive and obtain strategic advantages in the industry in this manner

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