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## COVER PAGE AND DECLARATION

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|--|---|
|  | <b>Master of Business Administration (M.B.A.)</b> |
| <b>Specialisation:</b>                 | Hospitality & Tourism Management                  |
| <b>Affiliated Center:</b>              | CEO Business School                               |
| <b>Module Code &amp; Module Title:</b> | MGT520, Strategic Management                      |
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| <b>Student ID:</b>                     | EIU2020531  |
| <b>Word Count:</b>                     | 3200  |
| <b>Date of Submission:</b>             | 20 JUL 2022                                       |

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**Introduction:**

Strategy is the way or method to do something, it is the long-term planning to do something. The origin of strategic management before 500 years pre-Christianity, appeared the term strategical which means leading the army. It has started with the wars area. Management on the other hand is a process or collection of many steps, considering 4 steps to be accurate:

- Planning
- Organizing
- Leading
- Controlling

Planning is almost the most important which can not be proceeding without, it includes the following criteria: vision creating, mission sit up, values, goals creating and analysis for current situations, then moving to SWOT analysis. How to do it? S stands for strength W stands for weaknesses O stands for opportunities and T stands for threats.

Swat analysis discuss the threats to reach stable situations.

When we think of it must consider sociological, environmental, economic, technological, political, legal and ethical.

It is important to find all areas that makes threats on us. However, it is not enough

Five sources which we never thought of:

- 1- The power of buyer (customer) it depends on how much he is paying for our company. Which give him the power to request being super spoiled.
- 2- The power of suppliers. In case we have less suppliers, so they can control the power of pricing and timing.
- 3- The power of substitute, which can provide more options to replace your brand. Any miss use or over pricing will make the consumer easily replace yours.
- 4- The power of current competition, we should study the market to minimize the risks and increase our profits.
- 5- The power of new entry, high barriers – low barriers. According to availability of other brands in the same market.

If we also want to work on goals developments for any departments, we should consider all sides of improvements in which we gain more experience and apply the knowledge to practical situation. In addition, we must be specific in order to accelerate the reasonable measurable results for any task. Another important thing is to choose achievable programs to start practice. Do not forget to be realistic too. Timing deadline also is an important factor to be successful within the planned time.

Goals to be smarter too, we will add ER which stands for Ethical and R which stands for recorded lessons to be reviewed later.

Applying the five factors of planning, (Vision-Mission-Values-Analysis-Set Goals) will finalize first step. Then let us talk about Strategy Now!

What is strategy?

The way of applying what we are doing. A method or plan choosing to bring about desired future. It is an art to achieve success. We have more than twenty strategies to describe.

Differentiation: Better quality and better design. Cost leadership: Low cost.

Example, we will build a brand for clothing to compete with Zara cloth store. To compromise we will do both, differentiation, and cost lower. However, this is not effective at all!

Because it is not logical to compete with large brands that simple unless you attract consumer with lower price. Maybe with long-term time to reach higher level.

Levels of strategies:

- 1- Growth strategies
- 2- Competitive strategies
- 3- Defensive strategies

Vertical integration/ backward integration-forward integration. Which means I am my own suppliers. It is a term gets involved in your own supplier. Let us say we are making growth planning; we must consider both sides to make stable strong planning which will last for long.

### COMPANY PRESENTATION AND CASE SINARIO:

#### Just Toys:

Presenting the historical background of the company, spot lighten over the centre of toys industry, it is the creation since 1950s where it has been built by the founder James Terraria in France during the world war. He was joining the military missing his family for long time, and little kids to be missed the most. So, he started thinking what the most convenient sparkle is to make them happier & enjoy their time with quality learning process. Of course, nothing can fulfil the fatherhood timing, but this is the situation to be made easier and more beneficial. Out of his own pillow cover, filled with tissues and rosy smelly dry seeds. He created the first teddy bear for his son. What a wonderful hand made gift presenting the passion of father love. It will not be comparable to any.



The idea got flaming separation among his colleagues, they all requested to have the same for their children. What a meaningful sparkle.

Dear James, your creation has made our moments valuable. We enjoyed my return home with one memorable bear that holds my presence in it's smell and touch. I imagine never to fine more special bear than the one you made for my kid. I encourage you to make more for each member of our military heroes. They will enjoy it as much I did with my family. You created a happiness not only a stuffed teddy bear. Thank you, my dear friend.

That was the encouragement which gave him persistence to proceed creating meaningful bears holding the personal touch. Nowadays, just toys is a huge company with a capital that equal 60,000,000 \$ reaching all around the world. Submitting the vision of ((Heart to Heart))

They called me as a strategic advisor to create a new way of improvement based on the strong history and reaching passionate goals during the next five years. To keep company's strength up to highest limit & achieve more trust within the new digital market. Also, caring to compete with stylish updated competitors.

To do this professionally, let me study the strategy school first,

### There are three Schools of strategies.

- 1- The Planning School
- 2- The Culture School
- 3- The Positioning School



### The Planning School,

Planning school is based basically on the historical data of the company, forecast and stable structure, which uses the bureaucratic rational numbers. It also the trial to achieve balance between the organizational strategy and its environment.

During the planning strategy, we have to make rational comparison between the current market and new-targeted one.

### **The 'positional' school,**

Positional School is based over the focus on a rational, analytical approach of making strategy and attempting to level up the organizational value of products to higher limits in the industry of its market. It is heavily based on performance measurement and decision making tools. Based on income from market share and on potential market growth.

### **The 'resource based' school,**

Resource school is based over international numbers instead of the market; it is based on an 'inside-out' approach suggesting that the competitive advantage of an organisation is based on its own distinctive resources, capabilities and competences.

To consider all the previous schools, which one is highly recommended for JUST TOYS best practice aiming to improve the market share internally and internationally? As an experienced advisor, I highly recommend to combine all three to achieve all possibility of success. Each one to be applied over a time line period and structured accordingly. It will be one fundamental step to build strong improvements. To clarify even more, planning will start for best practice approach counting current revenue and sales during the one year, then to advice for which level must be reached. Regarding numbers of stuffed toys sold during the same year. Otherwise, measuring the success limit will not be achievable. However, Positional school to be applied later according to the focus of value, to create a vision that can attract the attention of clients and their parents. It will be the mind-set changing according to the market needs. How smart! Remaining the last one, resources school, which to be considered a final build up step to have strongly based organization on international wide ranged market. To have the most important information about price levels and its quality of products.

### **Advantage strategy in international market:**

Another rational advantage of the international market is that we can measure success according to sales point's reviews, it will be highly helpful to take the opinion of our clients if they are kids or even their parents to try the best way reaching their excellent expectations. That is how we achieve successful organization.

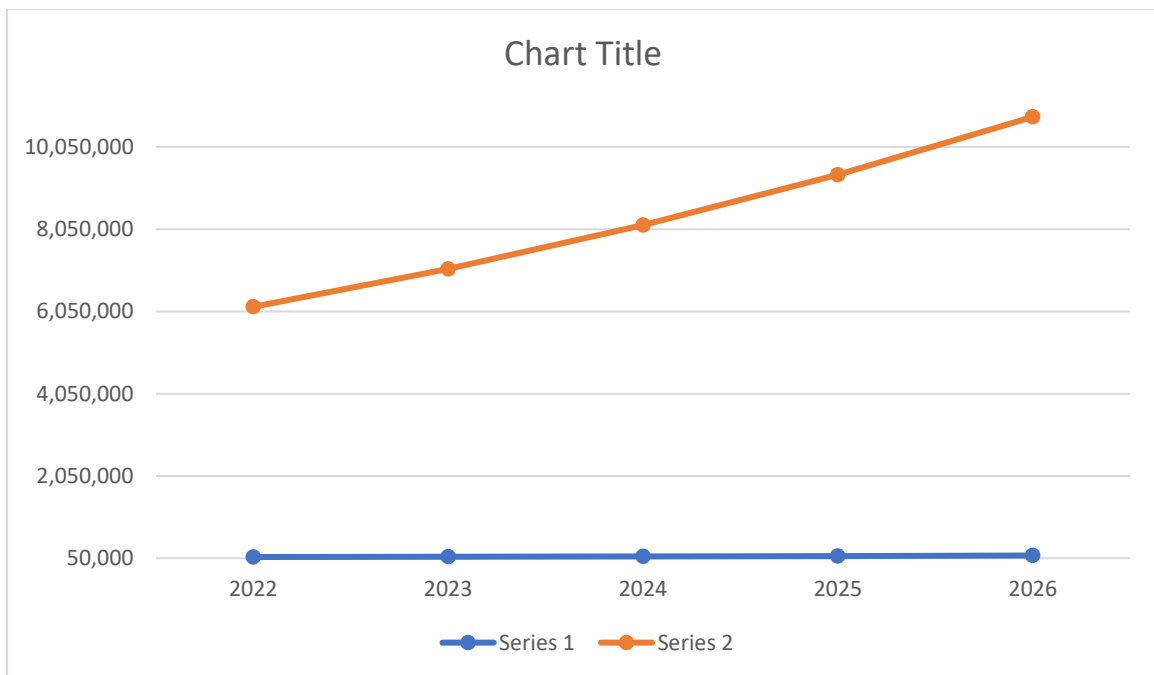
What about our competitive strategies, which could be more beneficial to our goals? Let us consider their toys quality and price levels. Not forgotten the labour work coast while they

use the Asian worker for low coast. On the other hand, we will consider the abilities to connect worldwide markets through excellent relations.

**Recommended goals, short & long term:**

- Lower the productivity coast.
- Using harmless material with zero effect on kids.
- Engaging the ability to learn while using toys.
- Increase the production quantity of toys at least 10% on yearly basis.
- Increase the quality of toys to satisfy wider range of clients.
- Advertisement quality and reaching limitations.
- Eco friendly toys to be keeping track with innovation.
- Increase the revenue up to 15% at least on yearly basis.
- Branches to reach every main country in the world
- Participate in charity works.

| Timeline   | 2022      | 2023      | 2024      | 2025      | 2026       | *   |
|------------|-----------|-----------|-----------|-----------|------------|-----|
| Production | 79,000    | 86,900    | 95,590    | 105,149   | 115,663.9  | Toy |
| Revenue    | 6,162,000 | 7,086,300 | 8,149,245 | 9,371,631 | 10,777,375 | \$  |



## Summary, mission, vision, SWOT analysis and goals:

As mentioned above, Strategy is the way or method to do something, it is the long-term planning to do something. considering 4 steps to be accurate:

Planning, Organizing, Leading, Controlling

Planning is almost the most important which cannot be proceeding without, it includes the following criteria: vision creating, mission sit up, values, goals creating and analysis for current situations, then moving to SWOT analysis. How to do it? S stands for strength W stands for weaknesses O stands for opportunities and T stands for threats.

To apply this on our project of **Just Toys**, it takes more clarity and explanation. I'll start one by one to be specified,

**Mission**, Just toys is the creation of meaningful figure that hold parents pure emotions' to be delivered gently and keeping the memories of love alive. Our mission is to keep the purity of this feeling lifelong determined and deliver it through the generations.

**Vision**, during the process of building our company, we have reached a family spirit among all employees which create a loyalty and strong motivation. We can clearly see our company as a family stakeholder where it attracts all honest creative loving humans.

**SWOT Analysis**, strength: it's the honesty that keep clients trust during years of successful process. Weaknesses: it's the competition to our benefits and each loose as a lesion to master. opportunities: it's the quality of our products that's not allowed to level down. And the eco friendly products to be applied over all production lines. Threats: is the other competitors who's trying to steel the market with no history or specifications.

Goals:

- Lower the productivity coast.
- Using harmless material with zero effect on kids.
- Engaging the ability to learn while using toys.
- Increase the production quantity of toys at least 10% on yearly basis.
- Increase the quality of toys to satisfy wider range of clients.
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- Increase the revenue up to 15% at least on yearly basis.
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### Clients' Experience:

Year 1999, the toy I got was a stuffed animal a cow to be more specific, I got it for my 4 year old child she loved animals especially cows, the toy was safe for children because it was stuffed with soft cotton and the fabric it was made of was of decent quality, I also liked the fact that it has a little voice box inside which made a cow sound, it was very fun for my child, I highly recommend.

Year 2001, my son was quite fond of cars and car races basically anything with cars, so I wanted to surprise him on his birthday and got him a car field for races and tiny cars along so they could race of course, it was made of plastic and the cars had tiny doors that you can open which I quite admire, the detail I mean anyhow the cars had different colours and sizes and the race field was big enough for the cars to go a couple minutes in the race my son liked them so much and that was the important part of course, and about the quality it was okay not bad and not so good and the cars were stumbling in the middle of the race, I don't know what to say about it honestly but I quite like it.

Year 2005, I am a 19 year old female and one of my hobbies is collecting tiny toys, kind of weird but I enjoy collecting stuff, I bought a little kitchen and the kitchen stuff they were kids toys but the size of the toys weren't so safe to be played with for 3 year old or under I would rate it to be 7+ for the safe age, now about the kitchen it was quite detailed and colorish it had many colours and tiny designs on it, and the kitchen stuff were cooking pots, tiny food, kitchen supplies etc, they were properly wrapped so the little stuff wont be lost, I quite liked it and now I have a kitchen among my tiny house collection.

Year 2016, there's this toy trending among teenagers these days, its called a spinner which is a toy that you hold with your thumb and your forefinger and spin the toy around, my teenager wanted one so I went to the toy store to get her the toy when I arrived I saw many different colors and shapes it was quite fascinating for a toy to have this many looks, I chose one with flowers drawn on it, more like a pattern of little pink flowers, and the toy was not big it was small and you can carry it anywhere, I also liked the fact that autistic kids like these kind of toys and in fact it helps them calm down in hard times in public, I totally recommend.

## Conclusion

Strategy is the way or method to do something, it is the long-term planning to do something. The origin of strategic management before 500 years pre-Christianity, appeared the term strategical which means leading the army. It has started with the wars area.

For any company's growth, it is highly important to analyse wisely its path of improvement. Starting of the idea creation till the fundamental non-stoppable growth. Being smart enough to adjust and be open to any improvement is the element key for success and sustainability.

We create idea, then start planning how to make reality out of it, then it will start being touchable truth that make the proudness raises, but it's never enough! We must keep the alert to track the markets level otherwise we will disappear like many historical huge companies which we'll never forget, but it disappeared already. Nokia is one example, as much it was strong stable technology controller, but once it felt safe and kept one spot standing! It just vanished because it could not compete with Apple or Samsung or even Hawawi too.

That is why we should keep the rise thinking and hire the best qualified employee who will major the effect over organizations' growth.

The following is a quote from bill gates, the most successful business builder: I think he could present the idol advisor for business growth, it is always possible and always achievable. Just dream, think, have the courage to start working.

**“Success is a lousy teacher. It seduces smart people into thinking they can't lose.”**

Gates rightly asserted that success is an illusion of the minds of men who are going through a smooth patch in their lives. Success is a fruit sweet enough to bring happiness in your lives, but it can run away from you at the blink of an eye leaving you devastated. Nothing is permanent in life except change.

**“Your most unhappy customers are your greatest source of learning.”**

A bunch of unhappy customers about the same thing indicates a need of change which facilitates betterment of the company. The same thing applies to our lives.

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