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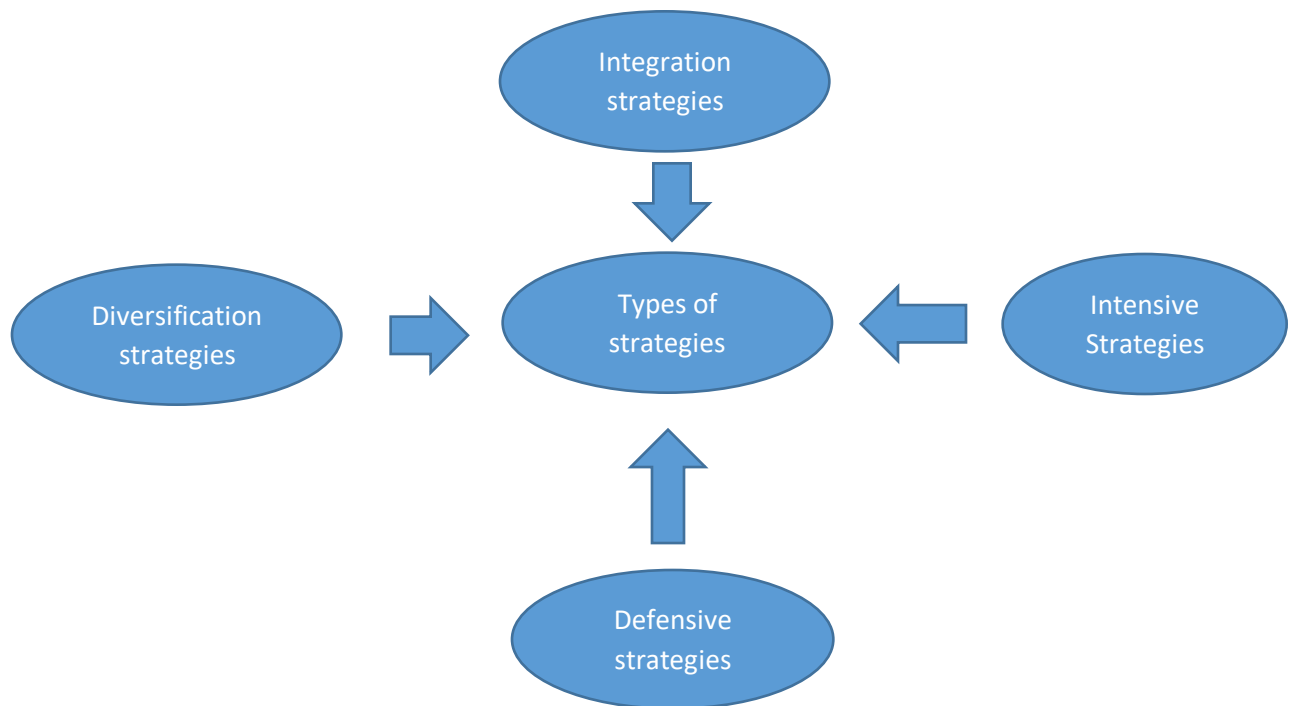
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Introduction

At the request of JUST TOYS CEO to create a strategic plan to help the company develop and grow in the future, Just toys specializes in the supply of toys to Japan and the UK online and has been operating for 36 months, The objective of strategic management is to manage the company's resources to achieve the company's objectives and the ambition of shareholders successfully and continue to grow and provide strategic management by developing plans and policies to achieve goals and allocate resources so to a competitive advantage of the company makes it on the right track, Strategic management is carried out by monitoring the growth of the entire company from top to bottom and is interested in the effectiveness of the organization in its field and developing plans that make effectiveness in continuous development, Strategic management is interested in providing a sufficient and accurate understanding of the company's products and those of competing companies in order to exploit future opportunities and the ability to face risks and threats. Understanding global challenges helps develop a long-term strategic plan and allocate the resources needed to achieve them, so strategic management is interested in having a vision for the future, In order to ensure that the company's objectives are achieved, there must be careful follow-up of the implementation of the strategic plan set at the specified times so that we can achieve the desired objectives of the plan, Effective strategic management can change the organization's performance, generate significant financial returns for shareholders, and inefficient strategic management sometimes lead to corporate bankruptcy.

Compare different business strategy types

The Strategic Business Management Plan is defined as the action plan that is designed to achieve the organization's vision, achieve its objectives and guide decision makers to achieve the financial stability of the organization, there are four types of strategic plans. a. Integration strategies b. Intensive Strategies c. Diversification strategies d. Defensive strategies



Vertical integration is a strategy that allows the company to expand in the various stages of production to reduce dependence on external contractors ,the company achieves vertical integration by creating suppliers or distributors instead of outsourcing, Vertical integration requires the company's direct ownership of suppliers or distributors. One of the advantages of the vertical integration strategy is to reduce costs, and one of the disadvantages is the high initial cost. It includes backward integration and forward integration.

Advantages and Disadvantages of Vertical Integration strategy

Advantages	Disadvantages
1- Low shipping costs and delivery times.	1_ Initial cost will be high
2_ Reduce the percentage of defective, problems and supply strikes from different suppliers.	2_ Outsourcing with prior experience may be a better option.
3_ improve profitability.	3_ Increase debt for capital expenditures for the overall operation.

Intensive strategy aims to increase and expand the company's scope through a continuous effort to increase competitiveness by entering new markets or developing a specific product. This is done through three axes: market penetration, product development, or product development. These strategies help in rapid growth and the development of competitive forces, below is a review of the intensive strategies.

- Market penetration This strategy aims to capture the market and increase sales by increasing sales by lowering prices and increasing promotion or acquiring competitors.
- Market development This strategy aims to target new markets to increase sales by targeting new markets or developing the current market, this is achieved by changing the direction of the product that was previously directed to a specific segment and heading to markets that were not previously marketed.
- Product development aims to improve and modify existing products to increase the sale of products by raising quality, which increases sales and is done through intensive research and development.

Advantages and Disadvantages of intensive strategy	
Advantages	Disadvantages
1_Many options for implementation	1_ Research and development is high cost.
2_High impact on limited capital	2_ You need a lot of labor.

The differentiation strategy is the approach of providing a unique product to the consumer from those products offered by competitors, which increases the competitive advantage.

Advantages and Disadvantages of differentiation strategy	
Advantages	Disadvantages
1- Creates extra value for the product.	1_ Increased revenue is not guaranteed.
2_ Enhances loyalty to the product.	2_ The possibility of a decrease in the perceived value of the offering.
3_ Allows companies to compete in different ways.	3_ Straining the organization's resources

From the above, by analyzing just toys' vision and the target markets of the UK and Japan, the best strategy for achieving the required growth will be the backward integration strategy by establishing a toy manufacturing plant, we aim backward integration to improve efficiency, reduce transport costs, achieve higher profit margins and make the company more competitive and distinguished by manufacturing distinctive products that give it a competitive advantage among competitors.

Competitive advantage strategy for JUST TOYS

Competitive advantage strategy means that the organization has a competitive advantage that makes it superior to competitors by providing the service in a distinctive and different way or a high quality product or offering the product at a competitive price, competitive advantage also means the ability to market or advertise products in a reduced way by keeping customers a bigger picture than other companies, which leads to customer loyalty towards the organization, In our competitive advantage strategy, we will rely on three key factors in target market analysis, application of strategies and performance control.

- Analyzing the market development of a competitive advantage strategy begins with the analysis of the target markets as providing a competitive advantage as a result of a high quality product or product depends entirely on the target market so that the goal of the strategy of competitive advantage attracts the attention of the target market of our products and enables this policy to retain customers in the future if the company provides what customers need, This is done by identifying the target group, identifying the greatest benefit customers need and analyzing the weaknesses and strengths of competitors, therefore, we will use PEST analysis to identify opportunities and threats to JUST TOYS in global markets and therefore we can create a competitive advantage based on information, By reviewing the analysis, we will be able to build a competitive survey that will help JUST TOYS.

<p style="text-align: center;">P</p> <p style="text-align: center;">Political</p>	<p style="text-align: center;">E</p> <p style="text-align: center;">Economic</p>
<ul style="list-style-type: none"> • Delay in the necessary permit procedures at times. • Terrorist attacks expected. • Target markets have high measures to ensure the safety of toys. 	<ul style="list-style-type: none"> • The market is changing requirements, and the company must be able to change trends. • Considering the exchange rate of foreign currencies when entering new markets to avoid losses due to the depreciation of the currency rate.
<p style="text-align: center;">S</p> <p style="text-align: center;">SOCIAL</p>	<p style="text-align: center;">T</p> <p style="text-align: center;">technology</p>
<ul style="list-style-type: none"> • Considering the hierarchy of markets benefiting because of their importance in decision-making. • Monitoring the birth rate of target markets is very important. • Types of immigration and attitudes for migrants and the UK's exit from the EU must create ways to move around. 	<ul style="list-style-type: none"> • Kids need innovation in game design. • Competition in the field of games and video. • Children are interested in games that are characterized by advanced technology. • Keeping up with e-commerce and its features in all markets

- Implementing strategy after a quick market analysis, we will select the strategy that enables JUST TOYS to have a competitive advantage in all target markets by making products of high quality and different from competitors and can use several strategies according to the nature of the market to increase competitive advantage in the target market, which is represented by differentiation strategies, cost leadership strategies and brand strategies.
- Monitoring progress and performance Since the strategy measures its success over time, the success of the strategy used in all markets must be monitored and whether it has achieved the required competitive advantage or not, and this information will help the strategists easily correct and modify the course if the work needs to be done, The extent of the organization's progress is measured in the competitive advantage that has been focused on the markets.
- A set of objectives helps to add a competitive advantage which is to reach innovative ways to reduce costs and get the same quality for competitors, which facilitates reducing prices and making it a competitive advantage and using skilled labor in all sectors to get distinctive sites to display products to constantly remind the brand trade to consumers.
- To ensure a high success rate for the organization in competitive advantage, we must focus on one direction, harness all the resources of the organization for it and determine the strategic objective of the organization, whether by distinguishing products or providing low-cost products.

From what has already been explained and analyzed by the beneficiary markets and high competition in those markets and high customer requirements will be the main trend of the organization for high competitiveness is to use the advantage of differentiation in competitiveness through high quality and innovative and new products that increase customer loyalty to the organization and increase the definition of our brand JUST TOY as competitive advantage is the most important goal of all organizations that want to progress and achieve growth and an enterprise that does not have a competitive advantage finds it difficult to survive.

Recommendation for short- term and long-term goals for JUST TOYS

Business goals in general are the goals that the organization aspires to achieve, and they are a goal for all employees of the organization in general. They are divided into short-term goals and long-term goals, and in general they are broad results that the organization wants to achieve.

Usually, the short-term goals are the goals that the organization wants to achieve within the coming weeks or a maximum of months, and we will review the necessary steps to be followed to start setting short-term goals.

- Determining short-term business goals with a specific period together bearing in mind that short-term business goals eventually lead to long-term goals and therefore must be linked to them.
- Dividing the goals into steps that are easy to implement and follow up on a daily basis to reach the desired goal. There are steps that we must take, as nothing is born from nothing.
- Making the goals measurable, for example, if the goal is to increase the number of views for a specific product or service, the goal does not aim to publish more advertisements, but rather be specified by a number during a specific period of time.
- Defining goals, distributing tasks, and linking them to employees so that the goals are specific, and each employee knows the tasks required of him to reach the desired goal.
- Measuring the required progress from the goals set to ensure that we are on the right track and therefore adjustment is possible if we are off the required track.

Recommended short-term goals for JUST TOYS

- Increase posting on social media to three times a week.
- Giving gifts to special customers.
- Starting the implementation of the employee of the month award to raise the performance rates of employees.
- Hiring two new marketing employees within the next two months.

Usually the long-term goals in the field of marketing from a period of 6 months to 18 months, but they must be specific to a deadline in order to be adhered to, and also the continuous follow-up of the volume of work achieved and the amount of remaining work must be done, setting long-term goals for JUST TOYS will help in achieving the desired goals in the future that will achieve success, We will review the long-term goals that will be set for JUST TOYS.

- Match marketing objectives together with the objectives of the organization, by defining the goals in accordance with the company's future vision and target markets and the company's ambition to enter new global markets and determining the required percentage in the future to increase the number of customers and turn that into marketing goals.
- Planning for the future of the institution by setting a goal to make the institution among the first three companies as sales in Japan and the United Kingdom and opening new markets by reviewing the risks and challenges that will face the institution to reach the desired position.
- Develop a plan based on the goals of previous years by analyzing data from clients and sales volume in different markets and identifying long-term plans to get more of your distinguished clients and developing successful plans in previous years that will have a distinct return for example, if there was a successful method in one part and another, the

required success would not have been achieved in previous years, and the part that did not achieve the required success would be modified to achieve the maximum benefit.

- Keen to do SWOT analysis because of its great importance to analyze attitudes and markets and helps in identifying a strategic vision to achieve long-term plans the analysis provides great opportunities for improvement and development of distinctive marketing plans.
- Attach performance rates to long-term marketing goals and set the highest performance rates and achieve the goals accordingly to set goals that are easy to achieve.
- Increase brand awareness by creating social media pages, interacting with the public, developing a plan to increase the number of daily views, and making rates to measure their long-term performance over months.

Recommended long-term goals for JUST TOYS

- Increase the company's income over the next two years by 20%.
- Increased brand awareness of JUST TOYS.
- Targeting 3 new markets over the next two years, in addition to Japan and the United Kingdom.
- Hiring 50 Marketing Officers within the next two years.
- Establishing JUST TOYS' factory to reach excellence in products and toys within 3 years.

Strategic plan for JUST TOYS company

Executive summary

Here we aim to create a strategic plan for JUST TOYS that will be its role to make the full picture of the organization's vision and objectives clearer as organizational planning is defined as a disciplined effort to make key decisions and through the strategic plan we will identify a range of specific strategic issues, The objective of the development of the strategic plan will be the future expansion of the institution and this will be presented in a number of axes and points as follows.

- Process planning and analysis of marketing targets.
- Statement of the mission required of the institution from the application of the strategy.
- Assessing the internal environment of the institution and the external.
- Statement of the future vision of the organization.
- Identify potential strategic issues and set goals to avoid negative impact.

At JUST TOYS, we aim to achieve the maximum possible growth in the coming years and thus increase profits. This is done by taking care of customers by giving them in return for their money a service that they like through, through a diversified choice between games that satisfy retail and direct customers, the development of customer service will be a primary goal in the new strategy of JUST TOYS, as our customers are the secret of our success and the reason for the development we aspire to.

Sustainability and expansion strategy

The future of the business lies in the number of loyal customers who can keep them and competent employees and a business structure specific to the work and a clear strategy and if the work lacks those cafes is very close to the closure of the business and because our goal in Just TOYS create a company that will survive its own cash flows so we will have to achieve the highest profit rates so that we can be satisfied and not need external sources of supply, We will make sure that the right foundation and scientific structures are put in place to ensure the well-being of our employees and that our policy ensures that plans are made to train staff well to reach the highest levels.

JUST TOYS target market

JUST TOYS' target market is the age of children under five and children from five to twelve years of age and to succeed in expanding our segment we must think about parents and what they want for their children as a proper birthday gift as in the end those who buy are the parents, Since e-commerce has become the highest popularity now, JUST TOYS has been interested since its inception in 2019 to develop the service and develop payment and delivery methods for all customers.

Our Mission and Vision Statement

Our mission is to achieve what children dream of from the interesting and educational games that bear fruit on their day and develop their thinking and make them eager to experience more of our products and always encourage them to be healthy.

Our vision is to create a comprehensive toy store and achieve integration from manufacturing to consumer and expand the global markets and provide toys and different identities.

Swot analysis for JUST TOYS

Our goal at JUST TOYS is to invest more money and enter new global markets and in order to do so we must analyze the strengths, weaknesses, challenges and opportunities available so that we can achieve the goal of strategy as the appropriate analysis of this will be SWOT analysis as doing it at the required level enables us to develop the right plan and objectives that we have been able to take advantage of the opportunities available to us and mitigate the risks and meet the challenges as well as exploit the points of strength in the best way.

- Strength

JUST TOYS' impressive success in Japan and UK markets provides a variety of payment options providing a variety of games for various international brands, excellent customer service culture and product offerings.

- Weakness

The weaknesses are the lack of awareness of our brand in the new target markets and high competition in many markets.

- Opportunities

Targeting new global markets will increase future sales opportunities, especially in highly professional population-intensive markets in determining market requirements and analyzing customer needs, very important opportunities that must be exploited.

- Threads

Threats like any other business are the biggest fear of economic contraction, which leads to reduced expenditures, weak purchases, fear of currency declines for target markets, as well as the threat of port closures, transport movements and the entry of the embargo into some countries.

Setting strategic goals for JUST TOYS

strategic goals based on the future vision of the organization, and choosing goals that can be measured and tracked through financial figures or achieved productivity rates, and this will be very useful for the progress of the institution once those goals are achieved, as tangible goals help the team focus on the required tasks and help in the optimal use of energy and its correct orientation, therefore, we will set a set of goals to ensure the progress of the institution

- Determining priorities and arranging them according to the degree of importance, which maximizes the volume of return when implemented in order.
- Providing comprehensive data to evaluate the performance of employees, which helps in decision-making.
- Increase the productivity of the team by researching the best different methods for it.
- Increase the number of visits to our site through advertising campaigns.
- Increase community communication with customers and active participation in this.
- Reducing financial waste by 10% increasing revenues by 20% next year.
- Three new international sites to open in the next two years.

- Improve customer service response time and ensure customer loyalty.

Just TOYS' objectives, which enable everyone to work as a team to achieve the organization's goals, have been reviewed and must be divided into weekly, monthly, and annual goals and make sure they are on track.

A strong strategic plan allows the organization to predict its future and be well prepared for it and take precautions to face changes so that if institutions are proactive, this makes them the future top of the companies, it also helps to identify the objectives of the organization and identify the goals and objectives that are in line with the vision of the institution and help increase operational efficiency as well.

Conclusion

Strategic management extends its ideas through previous years and previous experiences and work on old and modern ideas together to reach the continuation of companies in the long term where strategic theories are derived from the success of institutions or also their previous failure by making wrong decisions in order to ensure that they do not repeat the same mistakes, the management of the strategy provides the necessary tools and art and know when to apply different techniques that give different results and each of them pros and cons must be well known the pros and cons to facilitate the modification of the course in the event of any emergency change needed, good strategic planning helps the growth and prosperity of the business as we now live in the world of VUCA, which is an abbreviation of volatility, uncertainty, complexity and ambiguity, but we are ready as a foundation, we must prepare with good planning to know our current situation, future plans and strategic plans aimed at the growth of the institution, as we have already explained, the strategic management aims to identify the objectives of the institution and develop policies and plans to achieve those goals and hence the allocation of resources for that, which is the highest level of administrative activity carried out by the CEO of the institution and with the executive team and their goal is to determine the general orientation of the institution, and we draw from this a wrong decision that could lead the institution to bankruptcy and with deliberate and planned decisions based on a well-planned strategic plan that thrives the institution and grows and moves forward.

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