



EUROPEAN
INTERNATIONAL
UNIVERSITY



COVER PAGE AND DECLARATION

	Master of Business Administration (M.B.A.)
Specialisation:	
Affiliated Center:	
Module Code & Module Title:	
Student's Full Name:	
Student ID:	
Word Count:	
Date of Submission:	

I confirm that this assignment is my own work, is not copied from any other person's work (published/unpublished), and has not been previously submitted for assessment elsewhere.

E-SIGNATURE: _____

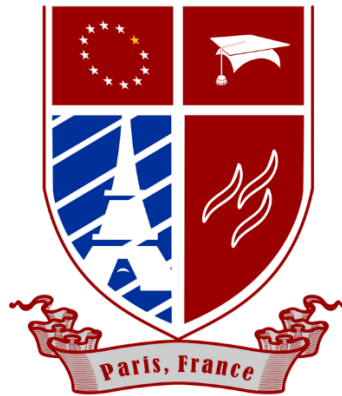
DATE: _____

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



MGT520: Managing Business Strategy

Module Assignment: Strategic Management Plan

By

Jotyar Jamal Hamza

European International University

Paris, France

MSc

Table of Contents

Introduction	3
Strategic Management Components	3
Planning	4
Strategic Schools	6
First design school:	6
Second School planning:	6
The third is the school of positioning:	8
Fourth Power School:	8
Diversification Strategies.....	9
Strategy & Competitive Advantage.....	10
Partnership and it is effects on Marketing strategy.....	14
Strategic marketing partnerships	14
Strategic integration partnerships	14
Strategic technology partnerships	15
Strategic financial partnerships.....	15
Michael Porter’s Generic Strategies.....	16
Strategic plan including an executive summary, mission statement, vision statement, SWOT analysis and goals	18
Strategic plan.....	18
mission statement.....	19
vision statement.....	20
SWOT analysis	20
Goals.....	21
References.....	22
English source.....	22
Arabic source.....	22
Kurdish source.....	22

Introduction

The target of all institutions is to stay, settle, continue, and develop, and those goals will not be achieved without active management, which can achieve these demands, as well as directing the establishment towards a strategic plan that has a great relationship I'm not a fraud of you.

It is clear that the institutions that have taken the management of strategic weapons are better than those institutions that have forgotten these places. And the researchers in the field of administration confirmed this issue as a practice

The importance of managing the strategy will come when if the institutions work in a changing/ unstable environment and can set long-term goals and for a long-term period To direct the organization in a rapid and uncertain changing environment, despite investigating and evaluating the results, to face the obstacles that They will be subjected to the establishment .

Strategic Management Components

The PLANNING, ORGANIZING, LEADING , and CONTROLLING of human and other resources to achieve organizational goals EFFECTIVELY and EFFICIENTLY.

- Planning (What)
- Organizing (Who & How)
- Leading (feedback)
- Controlling (Evaluation)

Planning

- Vision

The strategic vision is the path of future employment of the establishment, through which the direction that the establishment will reach will be determined, with the determination of its position in the market, which the institution will try to achieve.

For a purpose or a long-term Dream

That's why Just Toys Company should renew its vision for this following purpose:

- 1- Is a Strategic Vision of Clarity and distinctiveness
- 2- Forming the help of the employees and employees

Features of strategic vision

- 1- Future direction
- 2- Privacy and selection
- 3- Clarity and simplicity
- 4- Transferability to plans and policies
- 5- Realism and objectivity

- Letter

The organization's mission refers to its short-term tasks, determines what benefits from the completion of these tasks, how they are accomplished, and enables the organization to achieve its vision,[7] and here it is necessary to determine why the Organization exists, what it does, its objectives, and how to achieve these goals.

- Values

A set of practices and behaviors followed by all employees of the organization, which must be understood and agreed upon by all

- Unique features

What distinguishes the organization from other similar organizations?

On the basics of the planned developments, we will plan a group that we should take more steps to move forward

1- Working on the subject of education, with the help of the foreign side, this is an educational software company

2- Creating a game brand

3- A game that fits with the current culture

- 3- The logic has a role in the game more than the technology

Strategic Schools

First design school:

The essence of this school is to know the resources that the institution has and the opportunities provided by the external environment and how to use these resources to access these opportunities.(Faiq , 2020)

And as we mentioned, it's divided into two main parts.

The interior of the design school:

It examines the strengths and weaknesses of the organization and knows the competitive advantage of the organization and the added value compared to the competition and resources owned by the organization

- The exterior of the design school:

The external environment is studied and analyzed, opportunities and external risks are extracted, and the lesser and most successful competitors are identified and identified and the reasons why you put them in this position and identify success factors, market laws, and values added to society and the needs of the target group.

Second School planning:

And the essence of this school is to divide the planning process into parts to eventually reach a strong, actionable plan that begins with

Introduction stage:

(The team is prepared to plan - identify the information and quality needed by the plan - and the overall structure of the plan such as duration, duration of writing, key axes, writing and drafting mechanisms, meetings, timing and cost of processing the plan.....

Total photo stage:

The strategic vision is written and defined, the overall objectives of the organization are processed, general values are reviewed, the general message is formulated, the area of the institution is defined and the sub-disciplines of this area are defined.

Analysis phase:

At this stage, a comprehensive study and analysis of the institution is carried out and the internal and external aspects and sections of the plan are identified, opinions are taken, resources and market needs are made.

Then analyze the gap between the foundation's reality now and the overall vision and objectives it aspires to reach and compare the two situations to see what the organization needs to reach its public vision

The third is the school of positioning:

The essence of this school is to try to combine the two previous schools, it studies the reality of the institution and knows the resources it possesses and analyzes the external and internal environment of the project and analyzes the markets and know the locations that the organization can cover and take as an impregnable fortress to face competitors

But this school is narrow-sighted; it always focuses on certain areas and leaves the rest of the picture that can show very strong opportunities.

Fourth Power School:

This school adopts companies and large organizations that own the markets these organizations can force their opinions by the power of resources, materials, advertising and the team that have these organizations that change the markets to suit them and not the opposite to suit them with the markets but due to the new terms of theories of cooperation to reduce cost and increase profit make joint distribution outlets conduct joint marketing campaigns between companies became the theory of strength relatively according to the nature of the market and competitor and also helped at this cultural level of buyers and behaviors their own and know of course

In this school, these companies can lose a period of time in exchange for eliminating their competitors and intimidating other competitors so that they can't just think about competing with these companies and trying to get away from them whenever possible.

Diversification Strategies

1- Concentric

Here it seems that the company will produce a project in this topic near the carpenter, so I think it's good to take this step towards two reasons (Sadiq.2020)

- Resibilitating to the managers
- The development of the company's vision

2- Conglomerate

In this work, the company takes steps to work on another subject that is not related to children's games, so I will do the same work on two reasons

- Not working on a strategic plan that
- More time to provide so that expertise will be taken from this work

3- Horizontal Diversification Strategies

This step is more satisfying for me to work on a project that is not like children's games but is close to children's games and working on electronic games with a special personality that all of our programs are all the actors of the electronic game To play online and up, this is because of some reasons

- In every place in the world, children will reach this game
- Continuous changes and improvements in this game will be achieved in the new world of logistics
- The actor who is a champion in the games should be loved between both male and female

Strategy & Competitive Advantage

Competitive Strategy is a long-term business plan for a company that is geared to gain a competitive advantage over its competitors after assessing the strengths, weaknesses, opportunities and threats in the industry and comparing them to your own.

The competitive advantage refers to the organization's ability to achieve superiority, preference and preference over competitors in the market, and this superiority comes through the development of distinctive competencies in the organization, and therefore the distinctive capabilities lead to the creation of competitive advantage, requires the distinctive ability of operations to focus on what you should do best.

Distinctive capabilities refer to the unique resources of the organization or the unique strengths of the organization, which may be a skilled, well-trained, flexible or creative workforce, exceptionally prominently creative, strong distribution networks, uniqueness in owning the source of raw material processing, and possessing better technology compared to competitors, Install new production technology, improve relationships with suppliers, adapt training programs, or the ability to design and develop new products quickly or the ability to change production rates while continuing to operate economically, and as long as they are distinct resources or distinct strengths they must be taken into account when strategies are formulated and developed. Operations can thus be characterized by lower cost, higher quality, faster delivery, or superior flexibility.

Competitive advantage can be achieved in many ways, such as outperforming competitors in price or quality, identifying new opportunities to create customer value before competitors do so, or responding quickly to changes in customer needs. On this basis, the Strategic Business Unit (SBU) can choose the path in which its efforts focus on some competitive dimensions to achieve its competitive advantage, which means that emphasis must be focused

on some dimensions, it is not possible to be the best in quality, the lowest cost, and the most flexible at the same time. Competitiveness must therefore be placed within the specific priorities of the Strategic Business Unit or the organization as a whole, but increased competition in the new business environment has forced organizations to compete by relying on all or an appropriate combination of priorities because of the futility of competing with one priority. Competitive dimensions are also called competitive priorities.

One study indicated that Japanese production companies tend to emphasize research and development efforts with the aim of creating new products and reaching low-cost production, while the emphasis of corresponding U.S. companies has been shown to be geared toward superior design and design-design customer demand. Japanese options seem to have been the best because Japanese companies have achieved market shares at the expense of US companies.

Successful strategies are the ones that invest the distinctive capabilities of the organization or its business units in order for the organization to achieve its competitive advantage, and the function of operations in particular can contribute more to creating the competitive advantage of the organization, and this fact has been realized by many companies after marketing and financial considerations played a greater role because of the high interest of these companies in marketing and financial perspectives in formulating and developing strategies and creating competitive advantage versus neglect or little interest in the perspective of operations management.

As a conclusion, competitive advantage means creating a unique advantage that outperforms others, and this feature aims to create a system that has a unique or distinctive ability that outperforms competitors by creating value for customer value in an efficient and sustainable way that can be continuously maintained, displayed or presented better than others, and each of the three business strategies provides an opportunity to manage operations to achieve a competitive advantage. Finally, the organization may be able to achieve its competitive advantage by formulating and developing one of these competitive business strategies, or may be forced to implement a combination of them, porter's three strategies, which have been mentioned in the above, will be presented with some brevity later.

The Five-Force (Powers) Model of Competition

(1) Potential entry of new competitors

- a. Product differentiation.
- b. Requirements.
- c. Government policy.

(2) Rivalry among competing firms

- a. Number of competitors
- b. Rate of industry growth
- c. Product or service characteristics
- d. Amount of fixed costs
- e. Diversity of rivals

(3) POTENTIAL DEVELOPMENT OF SUBSTITUTE PRODUCTS

Substitute products are those products that appear to be different But can satisfy the same need as another products

(4) Bargaining power of consumers/ buyers

A Buyer or a group of buyers is powerful if some of the following factors hold true:

- ❖ A buyer purchases a large proportion of the seller's product or service.
- ❖ A buyer has the potential to integrate backward by producing the product itself.
- ❖ The purchased product represents a high percentage of a buyer's costs, thus providing incentive to shop around for a lower price.
- ❖ A buyer earns low profits and is thus very sensitive to costs and service differentiation.

The purchased product is unimportant to the final quality or price of a buyer's products or service

(5) Bargaining power of Suppliers

A Buyer or a group of buyers is powerful if some of the following factors apply:

- ❖ Its product or service is unique and /or it has built up, but it sells to many.
- ❖ Substitutes are not readily available.
- ❖ Suppliers are able to integrate forward and compete directly with their present customers.

Partnership and its effects on Marketing strategy

In a strategic partnership, two businesses intertwine their efforts in a certain area, such as marketing, supply chain, integration, technology, finance, or a combination of these

Strategic marketing partnerships

This type of strategic partnership agreement is very useful for having some kind of cost that it can take on through other companies with a specific portion of products and services to offer customer ..

Here we can take advantage of the design company to create the design of our games

1. Strategic supply chain partnerships

A popular (and highly valued) type is the joint coalition of the strategic supply series.

One of the most prominent places that can be a partner in the series of providing the strategy of creating the Online games that we mentioned above to create the game

Strategic integration partnerships

- a. Strategic integration partnerships are extremely common in the digital age since it's always great to have different applications work together or at least communicate with one another.
- b. And, both sides get to offer a more updated service to our customers. Strategic integration partnerships can encompass agreements between hardware and software manufacturers or agreements between two software developers who partner to have their respective technologies work together in an integral way

Strategic technology partnerships

- a. Another type of alliance is a strategic technology partnership. This type of strategic partnership involves working with IT companies to keep your business updated. This can be a partnership between your web design firm and a specific computer repair service that you always call in exchange for a discounted rate on services. It could also include partnering with a cloud-based storage platform to handle all of your file storage needs.
- b. Basically, any kind of technological expertise that is necessary for your business that you cannot provide in-house can be relegated to a strategic technology partnership. Choosing a technology partner has to be based on an assessment of your needs and the identification of a positive benefit from entering into the agreement.

Strategic financial partnerships

Many modern companies wholly outsource their accounting to strategic partners. Strategic financial partnerships are helpful because when you use a dedicated company for accounting, for example, they can monitor your revenue with greater focus than you can do in-house. Because finances are critically important to any business, strategic financial partnerships are among the most important relationships you can foster.

Dedicated finance professionals offer rock-solid expertise in managing cash flow and can report your current revenue position readily and objectively. And that can be of paramount importance to your business.

Michael Porter's Generic Strategies

The competition force will be created for the general competition and the force of the threats of the opponents who put the risk on the established work and will be able to work on the nature of working in the markets

1- The threatening force of those competitions that work in the same industrial sector: It is a very strong competitor between the same industrial sector which is the development and activities.

2- The power of the equated miscopy of the action:

It is an important share in the general public about the employment provider

3-The relative power of stakeholders and others:

Freeman suggested that this force be increased because they will be employed as the government, the owners of the shares, and the syndicates

4-Low Cost Strategy

In a low cost strategy, the true winner is the company with the actual lowest cost in the market place. For example, if two companies make essentially identical products that sell at the same price in the market place, the one with the lower costs has the advantage of a higher level of profit per sale.

By having this advantage, the low cost company is able to do a number of things to maintain or increase its market share. It can invest more in marketing. It can pay for better positions in retail stores relative to its higher cost competitor. It can lower price, thus squeezing its

competitor's margins and profits. It can invest more in research and development, allowing it to improve the performance of its product.

Here, as a consultant, I am more interested in our strategic plan to be undervalued than to express ourselves more differently because of these reasons

- Earlier to reach by all the people
- At the beginning, we don't think about getting a lot of money to know more than that
- He has a high ability to face new rivals
- Protecting the high level of profit among the opponents

5-Differentiation:

The other approach we are examining is differentiation. Differentiation involves being perceived by the market place as having a relatively higher value to the customer or user than the offerings of its competitors, and often at the same or even higher pricing levels. These are different customers – not buying just on price.

One of the most important problems that will be created in implementing the strategy of differentiation is:

- 1- Governing in the race for a long time
- 2- The high cost of this makes the employees look for a replacement
- 3- The ability to imitate is easy
- 4- Changing the direction of the managers

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

Strategic plan

At the beginning, it should be clear to us that strategic planning is an innovation process that will be renewed every year for local and foreign developments

That's why we have to explain the importance of strategic planning

1- Making sure that the strategic goals are fulfilled by the goals of the owners of the interests

2- Directing resources and abilities to use the economic field

3- Strategic paths

4- The message of the system and its objectives

Types of strategic plans

First: Strategic Plan

Second: Medium-term tactical plans

Third: Short-term tactical plans

Here we choose the first way to do our work in a strong and organized way

Our plan is to create an online game that the main actor of our company's game plays a high role so we need to take these steps

First: planning to develop material resources that include devices, working equipment, land and buildings.

2nd: planning to develop financial resources that will be internal or external financial sources

Third: making a marketing plan special to the game that includes selecting the current market and the expected markets in the future, as also the needs and steps to take advantage of this market

Fourth: making a plan for developing human forces

Fifth: making a Strategic Information Plan

Sixth: making a Plan to improve the level of work and production

mission statement

After strategic allocation at the level of establishment and work and work, as well as after the appropriate strategic alternative election, we will start implementing the strategy, the process of implementing the final stage of the strategic management process

- We will rely on the following to implement our plan

First: The organizational structure follows the strategy

Second: Organizational culture

Third: having a motivation system

Fourth: having a system of administrative information

vision statement

It is the future path of the establishment, through which the direction that the institution will reach will be determined with the identification of the market, which the institution will try to achieve.

That is why we are now taking steps towards the globalization of our company and more sales and revenue swelling in the current stage towards a better stage.

SWOT analysis

Making a strategic plan on the level of establishment will be given by analyzing the (swot) shape, which has been created to destroy the local factors By identifying the strong and weak points, as well as analyzing the opportunities and threats of the targeted foreign market, the aim of this process is to know What is the real situation of the establishment or the general strategies that need to be backed up and adapted to the internal capabilities of the establishment.

Elements of weakness	Elements of power
Competitive attitude deterioration	Good market leadership
Lack of talent and management experience	Available financial sources
Inability to transform the necessary variables in the strategy	International quality of products
Threats	Opportunities
Slow market growth	Vertical integration
Competitive pressures	Entering the new market
Alternative	Working with strategic partner in the market

Goals

The desired results are requested to be achieved, by changing the actions and the foundation for practical practice, it is known that the objective shall be determined in detail and there will be a lot of detail, and the objectives will be recognized as:

First: A bark or situation of Arzo Likrao

Second: a tool for the concept of the developments of obtaining the situation of the liquefied

Third: a result can be achieved

Fourth: a frame of time, which can be achieved through the goals of the people

Characteristics of strategic objectives:

First: Acceptance

Second: Clarity

Third: Realism

Fourth: Measurement

Fifth: Flexibility

The administration has achieved the following goals.

First: Create a team spirit at work

Second: Self-censorship

In the end We reached that through this online game we will be involved in the electronic world and more doors will be opening to the world

References

English source

- Peter Zámorský (2016). International Business and Global Strategy. bookboon.com
- Neil Ritson (2011). International Business and Global Strategy. bookboon.com

Arabic source

- Jeremy Kourdi (2011). Business Strategy, Cairo. Arabic Language Translation .
- Amal Sadiq , (2020) . Strategic Management , Cairo. CEO

Kurdish source

- Zana Faiq (2020). Strategic Management, Erbil. Mukriani printing Agency.