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COVER PAGE AND DECLARATION

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Introduction

In this report I will show different schools of strategy to discuss them with Just Toyz's school of design. The report will study Just Toyz's competitive strategy for the business's growth, and will recommend some steps to be implemented in short term and long-term goals. By the end, we will summarize the strategic plan for Just Toyz's, mission and vision statement, SWOT analysis, and its goals through the SMART objective tool. Just Toyz which already introduced itself in the market of Japan and the United Kingdom in less time, should concentrate on the planning school of strategy. Regarding the school of strategy, a business consultant will create the strategic plan, and it will be implemented if the CEO approve it. At the meanwhile, steps like SWOT analysis, scenario planning, and competition planning in which the competitive strategy is created, each step is analyzed and the strategy is established. Through this strategy we can say that Just Toyz will grow in the market and will improve its strategy.

Strategies Schools

To implement or format any organization strategy there are several schools for that. The schools of strategies draw a direction in which the organization will proceed and think its business should operate. So let us discuss some of these schools of strategies:

1- School of design

School of design is based on the combination of decisions designed and introduced through thoughtful analysis, and it studies the abilities of both external and internal environmental elements to organize the strategy. The school of design draws a direction in which the organization will proceed and think its business should operate.

2 – Planning School

Planning School is developed and born from the school of design, and it concentrates on the steps and processes of planning. The breakdown of each objective is implemented, and the plans are designed by considering each element of the business. The tasks are well formulated, and these tasks are measured by time frame. The school of planning draws a direction in which the organization will proceed and think its business should operate.

3 – positioning School

Positioning school concentrates on the market to position themselves for the long-term benefits. Because of that, they perform informed strategic decisions and determine their competition to formulate a competitive strategy for competitive advantage. The school of positioning draws a direction in which the organization will proceed and think its business should operate.

4 - Entrepreneurship School

Entrepreneurship School is well known for leadership strategies, where a leader already has a vision and mission for his business and provides personal insight and opinions to formulate the best applicable strategies for the business. The school of entrepreneurship draws a direction in which the organization will proceed and think its business should operate.

5 - Cognitive school

cognitive school focuses on the individual strategic point of view, and the organization strategies are in mind rather than planned or documented. Their strategies are described incremental, and they continue with past experiences.

6 - Learning School

Learning school of strategy is depending on the learning process with its experiences and formulate the strategy according to that approach. The school of learning draws a direction in which the organization will proceed and think its business should operate.

7 – Power School

Power school of strategy depends on power leaders such as political influence and Leaders whom has a great impact on their strategy.

8 – Culture School.

Culture school is a school of strategy that is influenced by the culture of society and Values of the organization. The strategy formatted depending on the values of the organization.

9 - Surroundings School

Surroundings school of strategy concentrates on the situational analysis of the organization. It focuses on the environment of the organization more to make the needed changes.

10 – Configuration School

Configuration school focuses on organizing and planning the strategies well, and they formulate their strategies depending on well-planned analysis and evaluation of the business environmental elements.

Just Toyz School of Strategy

In the case of our company Just Toyz's growth, I think that the school of strategy that more suitable will be planning school. As the planning school will formulate the strategies by analyzing different external and internal factors, it will separate the steps of planning and analyze them carefully to create the strategy. Just Toyz which already introduced itself in the market of Japan and the United Kingdom in less time, should concentrate on the planning school of strategy. Regarding the school of strategy, a business consultant will create the strategic plan, and it will be implemented if the CEO approve it. At the meanwhile, steps like SWOT analysis, scenario planning, and competition planning in which the competitive strategy is created, each step is analyzed and the strategy is established. Through this strategy we can say that Just Toyz will grow in the market and will improve its strategy.

Competitive advantage strategy for Just Toyz

Companies are in the race to achieve a competitive benefit, and that leads them to move ahead from their competitors and they want to create a strategy from which they can use to move them up the trend in the market and speed their competitors. However, companies are looking for the most competitive advantage in the market which is sustainability.

Our company Just Toyz is seeking its way for a competitive advantage in the international markets. For that we will use porter's generic competitive strategies. He introduced three main strategies such as cost leadership, differentiation, and focus strategies. I think that the strategy that Just Toyz should be use to win a competitive advantage is differentiation focus strategy. While there are many online platforms offer lower price in the toys of children so cost leadership will not be effective in the case of our company and will not create a competitive advantage for it. But if we mix between differentiation and focus strategies to form adifferentiation focus strategy, it will help Just Toyz to achieve a competitive advantage in the market. In our case if Just Toyz choose the segment of the educational toys as a focus differentiation strategy of the children and will target that category and choose from age one to age eight particularly and will use unique designs in their toys that will affect the learning and educational abalities of the children. This will help Just Toyz to formulate a strong link with the target segment and will enable them to increase their revenues and to enhance their brand. This strategy will give a value-added for the users especially in the COVID-19 pandemic, where the schools are closed or if they are open the age group from one to eight needs to develop their learning capabilities while playing with the toys. This is a great purpose for Just Toyz to focus on this segment for the educational toys made from puzzles to the toys that will be attractive and will not harm the children while increasing their knowledge. This idea will also enhance the segment of those children

restricted for education because of pandemic or whom not interested in studies. The unique and innovative toys from Just Toyz will increase their sales, and their image in that particular segment. Most of wholesalers are concentrated on low prices and high quality without focusing on classification of toys depending on segment of age to the children. This will also attract the parents' attention that there is a toy wholesaler focus on a particular segment of their children and focus also on educational toys for that segment from age one to age eight. This will lead to increase the profitability of Just Toyz and also will lead to customer loyalty. So, if we combine between the need of parents to educate their children and the need of the children to play with toys, we will find that this dual need will be focused through the differentiation focused strategy which will help in the growth of Just Toyz and will build a new unique segment of educational toys in the market. The last result will be a competitive advantage for Just Toyz. Just Toyz website and new ways of digital marketing such as social media will help to reach to a lot of parents concerned with this type of toys.

Recommendations on short-term and long-term goals

Recommendations for short term goals

Short-term goals mean the goals that are aimed to be implemented within a short period. In the case of Just Toyz's short term goals will be aimed around two years. The company should concentrate on attracting a quick market share and for that purpose they will achieve that by building the customers loyalty to the company. The short-term goals are such as:

Website Improvements:

This short-term goal will use the artificial intelligence to discover the user experience through knowing the users' choices that they make when looking over the different categories of toys on the website. According to these data and frequent searches our company will be provided with insights to make their plans and strategy improvement. The company should concentrate on attracting a quick market share and for that purpose they will achieve that by building the customers loyalty to the company.

Integration with social media

This short-term goal will help Just Toyz to increase its presence on the social media by creating pages and working on growing the fans following these pages. There are many platforms that influence several businesses and concentrate on that purpose regarding increasing the market share such as Facebook, Instagram, and Twitter. Through a platform like Facebook and advertising through it, Just Toyz can reach targeted customers and segments to advertise for their products. The company should concentrate on attracting a quick market share and for that purpose they will achieve that by building the customers loyalty to the company.

Cost Reduction:

This short-term goal will help in reducing the cost in the business. If Just Toyz use the automation technology of establishing the toys will help in the cost reduction if implemented to make the toys. It will reduce the number of workforces to work and minimize errors. Also, it will help Just Toyz to control the cost of its daily operation. The company should concentrate on attracting a quick market share and for that purpose they will achieve that by building the customers loyalty to the company.

Employee motivation program

This short-term goal will help to start an employee incentive program that will motivate the employees to meet their targets in a positive way. They will be provided with bonuses and promotions which will impact the performance of the employees and help the company to build a strong team that will provide added value to the business.

Customer Satisfaction Improvement

This short-term goal will help in the improvement of the customer experiences. This can be performed through the improvement of their website. Also, they can use hotline phone number and email to receive suggestions and complaints to help in improvement. Moreover, they should work on improving the fast delivery services and high quality which will enhance the customer experiences and their satisfaction levels. The company should concentrate on attracting a quick market share and for that purpose they will achieve that by building the customers loyalty to the company.

Recommendations for Long term goals:

Long-term goals are the goals that are aimed to be implemented over a long period. For instance, Just Toyz Long term goals will be aimed for ten years. The company can achieve its long-term goal by establishing different types of strategy and a strong image internationally. The company should use digital marketing to promote its products and through its strong promotion; it will create a strong image in its customers' minds. This strong promotion needs a new promotional strategy to explain the products and their benefits to the customers in an innovative way. The company will save operating costs and introduce to the customers the best price as possible through the best formulation of the website. These improvements in the website will help the user through quick dealing with it and mobile device accessibility and also will provide various payment options and this will increase the revenues because the customers will use a new characteristic. The result will be increasing the efficiency and cost reduction through this integrated system between departments.

The Long-term goals can be:

Increasing the income and value added for all stakeholders:

Stakeholders are all people whom have interest in the business as the owners, customers, investors, and the society in which they operate. So, increasing the wealth of the owners and shareholders and improving the experience of the customers with behaving well towards the society is our long-term goal. The company will save operating costs and introduce to the customers the best price as possible through the best formulation of the website. These improvements in the website will help the user through quick dealing with it and mobile device accessibility and also will provide various payment options and this will increase the revenues because the customers will use a new characteristic. The result will be increasing the efficiency and cost reduction through this integrated system between departments.

Business Expansion

Just Toyz dealing with Japan and the United Kingdom now but the goal of the long-term strategy is to expand its business to include more other countries such as the tops markets in USA and China which have customers that will help the company to grow and expand. The company will save operating costs and introduce to the customers the best price as possible through the best formulation of the website. These improvements in the website will help the user through quick dealing with it and mobile device accessibility and also will provide various payment options and this will increase the revenues because the customers will use a new characteristic. The result will be increasing the efficiency and cost reduction through this integrated system between departments.

Awareness and positioning of their brand

As a goal of the company long term strategy is to increase the awareness of its brand through social media and optimizing the search engine and also through creating new ways to design and develop the toys to match the hopes of the customers to increase their satisfaction and to increase the market share of the company.

Strategic Plan of Just Toyz

Executive Summary

Our goal is to develop a strategic management plan for Just Toyz. The vision and mission statements of Just Toyz should be stated at the strategic plan. In the strategic plan, the mission statement of Just Toyz is discussed with the vision statement. The strategic plan will allow Just Toyz to achieve a competitive advantage through the focus strategy on the age one to eight for educational toys. This strategic plan will discuss Just Toyz's SWOT analysis that will mention Just Toyz's strengths, weaknesses, opportunities and threats. In the end, the goals of Just Toyz will be discussed through the SMART objectives.

Mission Statement

The mission statement explains the company's values and goals in a few short sentences. It establishes the overall mission and goals of the organization. Just Toyz's mission is to produce kind of toys to the children which match their dreams and fantasies. Just Toyz will influence and inspire the children to be responsible people and motivate them to be healthy and well educated to be prepared for a better future. Just Toyz will provide innovative, creative and high-quality toys that will impact the children through making them happy, which will have a great value and a positive impact them

Vision Statement

The vision statement is a statement to impact the world around it and guide every decision you make. In the long run, it doesn't change. It should be clear and accurate and well-written. Our vision at Just Toyz is being dedicated to be the leading favorite toys supplier to any family and to make the world a brighter one by adding joy to every kid's life.

SWOT Analysis

The aim of the strategy is to achieve the mission and vision of the company. SWOT analysis will explain the company strengths, weaknesses which deal with the internal capabilities and opportunities and threats which deal with the company external capabilities. SWOT analysis will give JustToyz with a clear direction of their positives and negatives to start with the strategy by keeping all the factors in mind. At the meanwhile, steps like SWOT analysis, scenario planning, and competition planning in which the competitive strategy is created, each step is analyzed and the strategy is established. Through this strategy we can say that Just Toyz will grow in the market and will improve its strategy.

Strengths:

- Their toys high quality beside their comparative prices.
- The strong image of Just Toyz and strong experience and fame in the US and Japan.
- Financial liquidity for the company of Just Toyz.
- Possibility of growth of selling online.

Weakness:

- Lack of knowledge of foreign market economy.
- No clear uniqueness and the product may have similarity with others in global markets.
- Inexperienced employees may not be able to deal with new markets.

Opportunities:

- The company can expand to a new market as India and middle east where there is more young children.
- Educational toys will increase the rate of sales.
- Social media Presence and trade increasing through internet, due to COVID -19

Threats:

- Instability in new markets may result through political and economic environment.
- taxes system on imports of products in new markets
- Increasing in the Competition in the new markets and lower prices of competitors.

Goals

The goals and the objectives of Just Toyz company are discussed as below:

- Development of innovative, unique and educational toys
- Increasing of profitability.
- Expanding through new markets.
- Increasing wealth and value for all stakeholders.

Our best point here is that these goals are achievable, and Just Toyz has the needed resources, such as experienced team with new development with websites and digital marketing also dedicated age for competition from age one to eight. As well as the marketing team can operate on social media and attract the customers. The company should concentrate on attracting a quick market share and for that purpose they will achieve that by building the customers loyalty to the company. The company will save operating costs and introduce to the customers the best price as possible through the best formulation of the website. These improvements in the website will help the user through quick dealing with it and mobile device accessibility and also will provide various payment options and this will increase the revenues because the customers will use a new characteristic. The result will be increasing the efficiency and cost reduction through this integrated system between departments.

Conclusion

After the examinations of the school's strategies the Planning school strategy was selected for the company.

Also, as the company wants to gain a competitive advantage, they should focus on the differentiation strategy from age one to eight for educational toys. There are a lot of different political and economic aspects will affect the company because it operates on two different continents. We should take in consideration that Just Toyz should organize their short-term goals to achieve their long-term goals.

Their short-term goals, such as employee incentive programs, social media integration, and changes in the website, will facilitate their long-term goals, such as customer satisfaction, shareholder wealth maximization, and business expansion. The report has provided a brief SWOT analysis in which we discovered that the company has potential to expand its market in international business. However, competitive strategies can help the company to grow in the new markets. Recommendations on short term and long-term goals are also provided. The company is financially strong and possesses

high knowledge of the market which will help it to achieve revenue in the new markets. Depending on all the previous aspects in the case of our company Just Toyz's growth, I think that the school of strategy that more suitable will be planning school. As the planning school will formulate the strategies by analyzing different external and internal factors, it will separate the steps of planning and analyze them carefully to create the strategy. Just Toyz which already introduced itself in the market of Japan and the United Kingdom in less time, should concentrate on the planning school of strategy. Regarding the school of strategy, a business consultant will create the strategic plan, and it will be implemented if the CEO approve it. At the meanwhile, steps like SWOT analysis, scenario planning, and competition planning in which the competitive strategy is created, each step is analyzed and the strategy is established. Through this strategy we can say that Just Toyz will grow in the market and will improve its strategy.

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