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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

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Introduction

The success pillar in business development is the creativity and innovation. Continuous improvement is the best way to maximize the business value. Organization needs a good strategy with good plan to achieve that.

The plan is how individuals take the right decisions and distribute the different roles to the organization's team work so that each one commits to what is required to accomplish. Indeed, organizations spend lots to get an efficient strategic plan where it is critical to their continuity and growth opportunities. Business strategy can be considered a guiding principles group which produces a good decision making pattern when articulated and implemented in the organization. Strategic plan provides roadmap for organizations to be proactive instead of reactive and increasing the operational potency, also helps to increase market share, profitableness, and business sustainability.

The most important benefit of strategic planning is the future forecast to prepare for it accordingly by anticipating reaction before happening and take necessary precautions to avoid that forecasting in order to stay one step ahead of the competition.

Just Toyz is a multi-million dollar online toys wholesaler company that seeks to target a larger number of consumers via the Internet. It includes many workers in just a short period of time. It is understandable of the importance of developing a strategic plan to maintain Just Toyz sustainability and keep growing in such a market that is growing rapidly where the global toys market size reached about 156.5 billion USD in 2021. It is expected to reach 230.64 billion USD by 2028, with an annual growth rate of 7.5%.

As a business consultant assigned by Just Toyz, we will demonstrate in this report a tailored strategic plan that will help Just Toyz continue to grow aiming to reach to the global after

supplying two variance markets: Japan and United Kingdom in the past 3 years. We will discuss separate aspects like analyzing required data, study new markets conditions, and finally challenges and goals to be processed within developed strategic plan for both growth in the current markets.

The different strategic schools

According to Henry Mintzberg, Bruce Ahlstrand, and Joseph Lampel strategy has two main categorizations from approach perspective where most strategy schools derived from these categorizations reference to their strategic viewpoint which are:

1. Prescriptive approach
2. Descriptive approach

Prescriptive approach

This approach is depending on proposing ways to formulate a strategy considering studying the environment variables and trying to adapt to it to achieve profit. Following schools are considering this approach:

1. Design school
2. Positioning school
3. Planning school

Design School

Design school is focusing on designing of the “SWOT” model where: S for Strength, w for Weaknesses, o for Opportunities, and T for Threats.

The internal environment is analyzed with strengths and weaknesses which are defined as the internal capabilities to focus on the external environment. So, this analysis is done for the external environment which, in most cases, changing suddenly according to the external environment where the organization must adapt quickly without efficient time for that to change its thinking and business approach based on that. In another words, this school is considering strategy development as a realization procedure to strike a balance between the organization's internal capabilities and external opportunities where this school is responsible for the designing of the “SWOT” model. This school is depending on addressing defects to use the results in an

executive planning paying attention to details, studies, and analyses reality. However, this school approach focuses more on the organization and not on its teamwork which is a big risk on keeping a sustainable business in the market.

Positioning School

This school is hugely affected by Michael Porter's concepts, which emphasize that strategy is determined by the organization's position in the market and industry. Its approach is to break the planning process into parts to come up with a strong and actionable plan and it is focusing on improving its current situation and changing its customer's mind to perform better than its competitors in the market to expand in the market share where the organization can formulate its strategic position within the competitive industry. However, this school does not consider environmental future changes because it is short sightedness focusing on certain areas

Planning School

Planning schools is highly structured school that is having documented processes and rules for implementation plan. It is focusing on how to grow and compete effectively. It aims to do the best fit for business between external factors and internal business situations. This school usually adopted by companies that rely on natural resources and estimates of their long term exploitation like oil Organizations. However, this school need a lot of time in strategic analysis process and strategic thinking to reach out of the correct vision that fit organization business, but a lot of changes are happening due this long time plan which may not fit organization plan.

Descriptive approach

This approach is depending on revolving around studying the strategic decisions that were taken during previous experiences, considering the systematic analysis drawn from the various basic sciences. Following schools are considering this approach:

1. Learning school
2. Configuration school
3. Cultural school
4. Cognitive school
5. Environmental school
6. Power school
7. Entrepreneurial school

Learning school

This school adopt the concept of learning from the past mistakes and lesson learned based on past experiences where it is not possible to develop a strategy based on reality only for several reasons because of the speed of changes. So, strategy is shaped automatically over time depending on past experiences rather than future assumptions. So, this implies that strategy evolves when teamwork understands an issue better and the organization's ability to deal with it. That means that this approach is not properly a good choice for startup organizations as it might end up having no strategy. This also will lead to the fact that this school can fit the best and work for organization that its environment running smoothly in an auto mode.

Configuration school

Configuration school is considering the transformation process is viewed as the organization strategy to undertake such revolutionary alteration on change and continue to re-evaluate organization decision making patterns in the process of formulating the strategy. This strategy is not practical because its implementation requires high levels of flexibility in the

organizational structure as well as employees who can quickly adapt to the changes. This school depends on that the organization must be agile for any change needed.

Cultural school

This school is identifying the importance of culture as an enabler of strategic formulation and emphasizing on the mutual interests and cooperation by attempting to involve several groups and divisions within the organization as a collective and combined process to formulate the culture of the organization. In another words this school try to combine process with team members socially acting as the implementing strategy in this school is rooted in the social values and behavior that team members share. So, the vision of this school is useful for understanding strategic alliances, merging operations and acquisition.

Cognitive school

This concept assumes that organizations that follow this concept formulating their strategy by studying the psychological needs of targeted clients and it is adaptable with changing of the customers thinking and requirements by conducting an analysis of behavior and how individuals respond to specific situations to use this information to help them formulate their strategy. This school cannot be applied on large organization where is revolves around a strategic decision making process for a wide variance of client's background.

According to this school, strategy is a mental process that considers several angles to read reality and the surrounding environment that are difficult to understand, and thus strategy formulation is not a planned process but rather an emerging and gradual process.

Environmental school

This school sees the environment as an actor, while other schools see the environment as a factor. Its concept is to focus on the external environment sources that effect on the organization to create the strategy and requires organization awareness of the external environment factors to develop and formulate strategies. It utilized situational analysis as a common tool where PESTLE analysis potentially used to analyze the concept where p = political, e = economic, s = social, t = technological, l = legal and e = environment. the main elements used by environmental school is STEEPLE where s= social, t = technology, e = environment, e = economic, p = political, l = legal and e = ethics.

Power school

Negotiating is a critical component of the power school where its approach is focusing on making pillars strength strategy. The strategy development depends on multiple power plays within and outside the organization where it uses power over its suppliers or customers. This school is adopted by a wide share of organizations in the markets to impose their opinions by force with the power of resources, materials, promotion, and teamwork.

Entrepreneurial school

This school depends on the strategy developed by the visionary leader that leads organizations apply this concept. The organization commit themselves to the strategy only to make changes according to the contemporary environment where the main aspects here is the vision and the unique number of the receiver is determined by the visionary leader that is used as the vision and mission source to define vision as the motivation and courage. The visionary leader who will be responsible for this plan must have ability to make groundbreaking thoughts in the organization. Teamwork may not implement the strategy because they may be disgruntled.

Strategy that best supports Just Toyz's growth.

By comparing the different strategy schools mentioned above to use the best support for Toyz's growth according to the different strategy schools, we have nominated the following:

1. The resource based view
2. The positioning school.
3. The growth school.
4. The entrepreneurial school.

The resource based view is the belief that an organization's resources and capabilities are the key to its success. This view is best supported by Just Toyz's growth.

The positioning school is the belief that an organization must choose a specific position in the market and then craft its strategy to defend that position.

The growth school is the belief that an organization must grow to survive and that the best way to do this is through aggressive expansion.

The entrepreneurial school is the belief that an organization must be constantly innovating and taking risks to succeed.

We end up to the result that Just Toyz should continue to grow by expanding its resources and capabilities. This will allow Just Toyz to stay ahead of its competitors and maintain its position in the market. Just Toyz should continue to grow by expanding its resources and capabilities to stay ahead comparing to its competitors and maintain its position in the market.

competitive advantage strategies strengthen market shares for Just Toyz

First, Just Toyz can focus on creating a unique selling proposition. The unique selling proposition can be based on the Just Toyz 's unique resources and capabilities, which will make it stand out from its competitors for the market share perspective.

Second, Just Toyz can focus on creating a strong brand identity. This can be done by investing in marketing and advertising, and by ensuring that all the Just Toyz 's communications reflect its brand identity. This also will help Just Toyz targeting a wide part of potential clients in the market which will means a bigger market share in the market espically if this brand is related to Just Toyz supply chain factory but in a totally separated brand image of its current one. In other words, following the political word “Eat yourself in the market”

Third, Just Toyz can focus on creating a loyal customer base. This can be done by providing excellent customer service, developing long term relationships with customers, and offering loyalty rewards program with a creative way.

Fourth, Just Toyz can focus on expanding its international presence. This can be done by opening new international markets, developing relationships with international partners, and participating in international trade shows and exhibitions o promote its success in Thai and united kingdom as a part of its plan in aqession to a new country or countries to lead as well to a bigger market share.

Fifth, Just Toyz can focus on increasing its online visibility. This can be done by optimizing the Just Toyz's website for search engines, investing in online advertising, creating informative and engaging content and optimization the user experience and the feasibility & usability according to customers behavior and habits in online market.

Recommendation to Just Toyz

Short term goals

1. Just Toyz should focus on expanding its resources and capabilities. This will allow Just Toyz to stay ahead of its competitors and maintain its position in the market.
2. Just Toyz should focus on creating a strong brand identity. This can be done by investing in marketing and advertising, and by ensuring that all Just Toyz's communications reflect its brand identity.
3. Just Toyz should focus on increasing its online visibility. This can be done by optimizing Just Toyz's website for search engines, investing in online advertising, and creating informative and engaging content.

Long term goals

1. Just Toyz should focus on creating a unique selling proposition “USP”. The unique selling proposition can be based on Just Toyz's unique resources and capabilities, which will make it stand out from its competitors.
2. Just Toyz should focus on creating a loyal customer base. This can be done by providing excellent customer service, developing long term relationships with customers, and offering loyalty rewards.
3. Just Toyz should focus on expanding its international presence. This can be done by opening new international markets, developing relationships with international partners, and participating in international trade shows and exhibitions.

Conclusion based on short term & long term recommendation

The company should focus on expanding its resources and capabilities. This will allow the company to stay ahead of its competitors and maintain its position in the market. The company should also focus on creating a unique selling proposition, a strong brand identity, and

a loyal customer base. Additionally, the company should focus on expanding its international presence and increasing its online visibility.

Strategic plan for JUST TOYZ

Executive Summary

Just Toyz is an online Thai wholesaler that supplies toys to both United Kingdom and Japan. Just Toyz was created as an internet startup where became a multimillion Baht company in just short time (3 years). To continue its growth, Just Toyz needs to develop a strategic plan. Just Toyz's strategy should focus on expanding its resources and capabilities. This will allow Just Toyz to stay ahead of its competitors and maintain its position in the market. Just Toyz should also focus on creating a unique selling proposition, a strong brand identity, and a loyal customer base. Additionally, Just Toyz should focus on expanding its international presence and increasing its online visibility. By implementing this strategy, Just Toyz will be able to continue its growth and maintain a competitive advantage in the market.

Strategic plan mission statement

Just Toyz is a Thai online wholesaler who is committed to providing the highest quality toys to its customers. Just Toyz strives to be the leading supplier of toys in both the Japanese and United Kingdom markets. Just Toyz provides excellent customer service, developing long term relationships with its customers, and offering loyalty rewards. Just Toyz is also committed to expanding its international presence and increasing its online visibility.

Strategic plan vision statement

Just Toyz envisions a future where it is the leading supplier of toys in both the Japanese and United Kingdom markets. Just Toyz will be known for its excellent customer service, strong relationships with its customers, and innovative products. Just Toyz will also be a major player in the international market, with a strong online presence.

Strategic plan SWOT Analysis Strengths

1. Strong growth in a short period of time
2. Multimillion Baht company
3. Unique resources and capabilities

Explanation

Just Toyz has experienced strong growth in a short period of time, becoming a multimillion Baht company. Just Toyz has unique resources and capabilities that allow it to stay ahead of its competitors.

Strategic Plan SWOT Analysis Weaknesses

1. Lack of international presence
2. Limited online visibility

Explanation

Just Toyz lacks an international presence and has limited online visibility. These weaknesses could negatively impact Just Toyz's growth.

Strategic Plan SWOT Analysis Opportunities

1. Expand into new international markets
2. Increase online visibility

Explanation:

Just Toyz has the opportunity to expand into new international markets and increase its online visibility. These opportunities could help Just Toyz continue to grow.

Strategic plan SWOT Analysis Threats

1. Competition from other online toy retailers
2. Economic recession

Explanation

Just Toyz faces competition from other online toy retailers. Additionally, an economic recession could impact Just Toyz's growth.

Goals

1. Expand resources and capabilities
2. Create a unique selling proposition
3. Develop a strong brand identity
4. Create a loyal customer base
5. Expand into new international markets
6. Increase online visibility

Explanation

The goals of Just Toyz are to expand its resources and capabilities, create a unique selling proposition, develop a strong brand identity, create a loyal customer base, expand into new international markets, and increase its online visibility. By achieving these goals, Just Toyz will be able to continue its growth and maintain a competitive advantage in the market.

conclusion

Just Toyz is a Thai online wholesaler who needs to develop a strategic plan to continue its growth. Just Toyz's strategy should focus on expanding its resources and capabilities, creating a unique selling proposition, developing a strong brand identity, creating a loyal customer base, expanding into new international markets, and increasing its online visibility. By implementing this strategy, Just Toyz will be able to continue its growth and maintain a competitive advantage in the market.

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