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Executive summary

Just Toyz is a Thai online wholesaler responsible for supplying toys to both United Kingdom and Japan. The organization was established as an internet startup business and current has become a multimillion Baht organization in a time span of only 36 months. In order to enhance the growth opportunities for Just Toyz, it is imperative for the organization to consider and keep a relentless aim on the core competencies by delivering effective and better services to the associated customers. The organization requires to develop a strategic plan that would help and guide the organization to grow and will assist Just Toyz in strengthening its market share both in the domestic and international markets. Every successful organization has a proper plan and is aware where it wants or wishes to go and grow in future after reviewing the past performance and anticipating the future performance. This strategic management report identifies the different strategic choices that could assist the organization in operating in the different business markets thereby considering and making recommendations about the long and short term goals

Introduction

Every successful organization has a proper plan and is aware where it wants or wishes to go and grow in future after reviewing the past performance and anticipating the future performance. Strategic planning is critical for organizational business as it helps in creating a map or acts as a guide for the organization to use and implement the correct course of actions thereby outlining the purpose of the business, its budget, financial and operational goals, and mission statement. The majority of the organization uses strategic planning's an instrument that guides the daily operations, decisions, and evaluation process and aims for changing priorities in changing or dynamic business environment. Just Toyz is a Thai online wholesaler responsible for supplying toys to both United Kingdom and Japan. The organization was established as an internet startup business and current has become a multi-million Baht organization in a time span of only 36 months. The organization requires to develop a strategic

plan that would help and guide the organization to grow and will assist Just Toyz in strengthening its market share both in the domestic and international markets(Asobee, 2021). This strategic management report identifies the different strategic choices that could assist the organization in operating in the different business markets there by considering and making recommendations about the long and short term goals

Discussion

Growth Strategy for Just Toyz

Just Toyz is a Thai wholesaler that supplies toys to Japan and the United Kingdom. The company was created as an internet startup and has become a multimillion baht company in just 36 months. To continue its growth trajectory, Just Toyz CEO, Ted Willard, has requested a strategic plan that will help the company expand its operations and increase its revenue. The growth strategy for Just Toyz includes diversifying product offerings, expanding geographically, strengthening online presence, optimizing supply chain, fostering customer relationships, partnering with retailers, and investing in data analytics. By implementing these strategies, Just Toyz can continue to grow and stay ahead of the competition in the years to come.

Growth strategy for Just Toyz can be as following :

1. **Diversify product offerings:** Just Toyz can consider expanding its product offerings to appeal to a wider audience. This could include adding complementary products or expanding into new categories such as collectible figurines or board games. This will help the company tap into new markets and increase its customer base.
2. **Expand geographically:** Just Toyz can expand its operations to other countries beyond Japan and the United Kingdom. This can be done by researching potential markets and identifying opportunities for growth in other regions such as Europe or North America.

3. Strengthen online presence: Since Just Toyz was created as an internet startup, it's essential to continue to leverage its online presence. The company can invest in search engine optimization, social media marketing, and other digital marketing tactics to drive traffic to its website and increase sales.
4. Optimize supply chain: Just Toyz can streamline its supply chain to reduce costs and increase efficiency. This can be done by exploring different sourcing options, negotiating with suppliers for better prices, and implementing inventory management software to optimize stock levels.
5. Foster customer relationships: Just Toyz can focus on building long-term customer relationships by providing excellent customer service and offering personalized recommendations. The company can also invest in loyalty programs or referral incentives to incentivize customers to refer their friends and family to the website.
6. Partner with retailers: Just Toyz can explore partnerships with retailers in Japan, the United Kingdom, and other countries to expand its distribution network. This can include selling products through other online retailers or brick-and-mortar stores.
7. Invest in data analytics: Just Toyz can use data analytics to track customer behavior, monitor sales trends, and optimize its marketing strategies. By analyzing data, the company can make informed decisions that will help it continue to grow and stay ahead of the competition.

Sure, here's a comparison of the different strategy schools and why the Design School may be the best fit for Just Toyz's growth:

1. Classical School: The classical school emphasizes rational decision-making and efficient organizational structures. However, this may not be suitable for Just Toyz, as an internet startup, as they may need more agility and flexibility to adapt to changes in the market.
2. Behavioral School: The behavioral school focuses on understanding human behavior and decision-making in organizations. This may be helpful for Just Toyz to understand their employees and customers better, but may not provide a clear direction for growth.

3. Design School: The design school focuses on creating a "big picture" of the organization and its environment. This can help Just Toyz identify new markets and opportunities for growth. By analyzing the company's strengths and weaknesses, as well as external factors such as market trends and consumer preferences, Just Toyz can create a strategic plan that aligns with its goals and helps it continue to grow.

4. System School: The system school emphasizes the organization as a system of interconnected parts. This can be helpful for Just Toyz to optimize its supply chain and distribution network, but may not provide a comprehensive approach to growth.

5. Cultural School: The cultural school focuses on understanding and shaping organizational culture. This may be helpful for Just Toyz to foster a culture of innovation and customer-centricity, but may not provide a clear direction for growth.

6. Environmental School: The environmental school emphasizes adapting to changes in the external environment. This can be helpful for Just Toyz to stay ahead of trends in the toy industry and new technologies, but may not provide a specific plan for growth.

Based on these comparisons, the Design School may be the best fit for Just Toyz's growth, as it emphasizes creating a comprehensive understanding of the organization and its environment to identify new markets and opportunities. By using this approach, Just Toyz can develop a strategic plan that aligns with its goals and helps it continue to grow in the coming years.

Competitive Advantage Strategy

Just Toyz is a Thai wholesaler that supplies toys to both Japan and the United Kingdom. As an internet startup, Just Toyz has achieved impressive growth, becoming a multimillion baht company in just 36 months. However, to continue its growth and strengthen its market share in both international markets, Just Toyz must develop a competitive advantage strategy that sets it apart from other toy wholesalers. By focusing on product differentiation, customer

experience, strategic partnerships, pricing strategy, and online presence, Just Toyz can create a competitive advantage that strengthens its market share and positions it for long-term success.

competitive advantage strategy that could help Just Toyz strengthen its market share in both international markets:

1. **Product Differentiation:** Just Toyz can differentiate its products from those of its competitors by offering unique and innovative toys that appeal to both Japanese and UK customers. By focusing on product development, Just Toyz can create a competitive advantage that sets it apart from other toy wholesalers in these markets.
2. **Customer Experience:** Just Toyz can improve the customer experience by offering exceptional service and support, such as personalized recommendations and fast shipping. By providing a superior customer experience, Just Toyz can build customer loyalty and increase its market share in both markets.
3. **Strategic Partnerships:** Just Toyz can form strategic partnerships with retailers and toy manufacturers in Japan and the UK to expand its distribution channels and increase its reach. By leveraging these partnerships, Just Toyz can gain access to new customers and markets, and strengthen its competitive position in both markets.
4. **Pricing Strategy:** Just Toyz can implement a competitive pricing strategy that offers value to customers without sacrificing quality. By pricing its products competitively, Just Toyz can attract price-sensitive customers and gain market share in both markets.
5. **Online Presence:** Just Toyz can strengthen its online presence through effective digital marketing, social media, and e-commerce strategies. By increasing its visibility online, Just Toyz can reach a wider audience and increase its market share in both markets.

By implementing these competitive advantage strategies, Just Toyz can strengthen its market share in both international markets and position itself for long-term growth and success.

[Recommendations for Short And Long-Term Goals For Just Toyz:](#)

Short-Term Goals:

1. **Improve Customer Service:** Just Toyz can set a goal to improve their customer service by providing timely and effective responses to their customers' inquiries and complaints.
2. **Expand Product Offerings:** Just Toyz can set a goal to expand their product offerings by identifying new and popular toys that their customers might be interested in.
3. **Increase Sales:** Just Toyz can set a goal to increase their sales by offering promotions or discounts to their customers.
4. **Streamline Operations:** Just Toyz can set a goal to streamline their operations by identifying and addressing any bottlenecks or inefficiencies in their processes.
5. **Enhance Online Presence:** Just Toyz can set a goal to enhance their online presence by improving their website's user experience and search engine optimization.

Long-term goals:

1. **Expand to new markets:** Just Toyz can set a long-term goal to expand their operations to other countries in Southeast Asia or other regions in the world.
2. **Develop new product lines:** Just Toyz can set a long-term goal to develop their own product lines and brand to increase their market share.
3. **Enhance supply chain management:** Just Toyz can set a long-term goal to enhance their supply chain management by improving their relationships with suppliers and optimizing their inventory management.
4. **Increase brand awareness:** Just Toyz can set a long-term goal to increase their brand awareness by investing in marketing and advertising campaigns.
5. **Build a loyal customer base:** Just Toyz can set a long-term goal to build a loyal customer base by providing personalized and exceptional services, such as offering membership programs or loyalty rewards.
6. **These are just some recommendations for short and long-term goals.** Just Toyz should consider their own specific circumstances and resources when setting goals and developing strategies to achieve them.

A potential mission statement for Just Toyz could be:

"At Just Toyz, our mission is to provide exceptional service to our customers by delivering high-quality and innovative toys. We are committed to expanding our reach in new markets while maintaining a strong commitment to sustainability and social responsibility. We aim to develop and empower our employees through training and development programs, and to establish a strong company culture that fosters collaboration and innovation."

A potential vision statement for Just Toyz could be:

"Our vision is to become a leading global supplier of high-quality and innovative toys, recognized for our commitment to sustainability, social responsibility, and exceptional customer service. We aim to expand our reach to new markets, develop strategic partnerships with innovative toy manufacturers, and continuously embrace new technology and business models. We strive to foster a culture of collaboration and employee development, and to make a positive impact on the communities we serve."

Goals

Strengthen Core Competencies: Just Toyz needs to continue to focus on its core competencies in order to maintain a competitive advantage in the market. This includes expanding its product lines and ensuring high-quality products, improving logistics and supply chain management, and providing exceptional customer service. The organization should invest in technology to improve these areas, such as implementing a customer relationship management system and warehouse management software.

- a. **Expand Product Lines:** Just Toyz should identify new product categories that complement its existing offerings, such as educational toys, STEM toys, and eco-friendly toys. The organization should also work to ensure high-quality products that meet or exceed customer expectations.
- b. **Improve Logistics and Supply Chain Management:** Just Toyz should invest in technology to improve its logistics and supply chain management

processes. This includes implementing warehouse management software and other automation tools to increase efficiency and accuracy.

- c. Provide Exceptional Customer Service: Just Toyz should focus on providing exceptional customer service to differentiate itself from competitors. This includes implementing a customer relationship management system to better track and respond to customer inquiries and complaints.

1. Expand Market Reach:

Just Toyz should look to expand its market reach by identifying new regions to enter, such as the United States and Europe. The organization should conduct market research to identify potential demand in these regions, and develop marketing campaigns to target these new customers. Additionally, the organization should consider partnering with local retailers and wholesalers in these regions to expand its distribution network.

- A. Identify New Regions to Enter: Just Toyz should conduct market research to identify new regions where it can expand its business. The organization should consider the United States and Europe as potential markets, and develop marketing campaigns to target these regions.
- B. Develop Partnerships with Local Retailers and Wholesalers: Just Toyz should consider developing partnerships with local retailers and wholesalers in new regions to expand its distribution network. This will allow the organization to reach new customers more efficiently and effectively.

2. Embrace Innovation:

To continue its growth trajectory, Just Toyz needs to embrace innovation and explore new technologies and business models. This includes exploring new product categories, such as educational toys, and developing partnerships with innovative toy manufacturers. Additionally,

the organization should explore new business models, such as subscription services, to increase recurring revenue streams.

- a. **Explore New Product Categories:** Just Toyz should explore new product categories that align with its core competencies and meet customer demand. This includes educational toys, STEM toys, and eco-friendly toys, as well as new technology-driven toys.
- b. **Develop Partnerships with Innovative Toy Manufacturers:** Just Toyz should develop partnerships with innovative toy manufacturers to stay ahead of industry trends and offer unique products to its customers.
- c. **Explore New Business Models:** Just Toyz should consider new business models, such as subscription services, to increase recurring revenue streams.

3. Enhance Corporate Social Responsibility:

As a growing organization, Just Toyz needs to prioritize corporate social responsibility. This includes implementing sustainable business practices, such as reducing packaging waste and implementing green logistics, and supporting local communities through charitable donations and volunteer programs. The organization should also ensure that its suppliers adhere to ethical labor practices.

- a. **Implement Sustainable Business Practices:** Just Toyz should implement sustainable business practices, such as reducing packaging waste and implementing green logistics, to reduce its environmental impact.
- b. **Support Local Communities:** Just Toyz should support local communities through charitable donations and volunteer programs. This will not only benefit the community but also improve the organization's reputation and brand image.
- c. **Ensure Ethical Labor Practices:** Just Toyz should ensure that its suppliers adhere to ethical labor practices to promote social responsibility and prevent negative publicity.

4. Develop Talent:

Just Toyz needs to develop and retain talent in order to maintain its competitive edge. The organization should invest in employee training and development programs, and establish a strong company culture that promotes employee engagement and collaboration. Additionally, the organization should implement a competitive compensation and benefits package to attract and retain top talent.

- a. Invest in Employee Training and Development Programs: Just Toyz should invest in employee training and development programs to improve skills and knowledge and promote career growth.
- b. Establish a Strong Company Culture: Just Toyz should establish a strong company culture that promotes employee engagement and collaboration. This includes implementing open communication channels and offering opportunities for employee feedback and input.
- c. Implement a Competitive Compensation and Benefits Package: Just Toyz should implement a competitive compensation and benefits package to attract and retain top talent.

SWOT Analysis for Just Toyz:

Strengths:

1. **Strong Online Presence:** Just Toyz has a strong online presence, which has helped the organization to reach a wider range of customers and expand its market share.
2. **Innovative Product Line:** Just Toyz offers innovative and unique toy products, which has helped the organization to differentiate itself from competitors and appeal to a wider range of customers.
3. **Fast-Growing Organization:** Just Toyz has experienced significant growth in a short period of time, which demonstrates its ability to effectively compete in the toy industry.
4. **Low Overhead Costs:** Being an online wholesaler, Just Toyz has lower overhead costs compared to traditional brick-and-mortar retailers, which allows the organization to offer competitive pricing.

Weaknesses:

1. **Limited Market Reach:** Just Toyz currently only supplies toys to the United Kingdom and Japan, which limits its potential market share and growth opportunities.
2. **Dependence on Online Sales:** Just Toyz is heavily dependent on online sales, which makes the organization vulnerable to changes in online sales trends and consumer behavior.
3. **Limited Product Categories:** Just Toyz currently only offers a limited range of product categories, which limits its appeal to a wider range of customers.
4. **Limited Brand Recognition:** Just Toyz is a relatively new organization, which means that it has limited brand recognition and may struggle to compete against more established players in the toy industry.

Opportunities:

1. **Expansion into New Markets:** Just Toyz can expand its market reach by targeting new regions and exploring new partnership opportunities with local retailers and wholesalers.

2. **Diversification of Product Line:** Just Toyz can diversify its product line to include new categories that complement its existing offerings, which will allow the organization to appeal to a wider range of customers.
3. **Embracing New Technology:** Just Toyz can embrace new technology such as virtual reality and augmented reality to enhance the customer experience and differentiate itself from competitors.
4. **Strategic Partnerships:** Just Toyz can establish strategic partnerships with innovative toy manufacturers to offer exclusive products that appeal to customers.

Threats:

1. **Intense competition:** The online toy market is highly competitive, with established players such as Amazon and eBay as well as other startups vying for market share.
2. **Fluctuations in exchange rates:** As Just Toyz operates in different countries, fluctuations in exchange rates could negatively impact its profitability.
3. **Supply chain disruptions:** The company's success is highly dependent on its ability to source quality products from suppliers, which could be affected by supply chain disruptions such as natural disasters or trade restrictions.

Conclusion

In conclusion, Just Toyz is a Thai online wholesaler that has experienced significant growth in a short period of time. To continue its success, the organization must focus on strategic planning and implementation. The strategic plan outlined in this proposal focuses on strengthening core competencies, expanding market reach, embracing innovation, enhancing corporate social responsibility, and developing talent. By implementing these strategies, Just Toyz can differentiate itself from competitors, reach new customers, and maintain a

commitment to sustainability and social responsibility. The plan also focuses on developing employees through training and development programs and establishing a strong company culture. Overall, this strategic plan will help Just Toyz continue to grow and succeed in the highly competitive toy industry.

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