COVER PAGE AND DECLARATION

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Introduction

In this report, I will show different strategy schools and discuss them with Just Toyz's design school. The report will explore the competitive strategy of Just Toyz for the growth of the company and recommend some steps that should be implemented for short and long-term goals. In the end, we will summarize the strategic plan for Just Toyz, the mission and vision, the analysis of SWOT, and the goals of the company using the SMART objective tool. Just Toyz, which has already established itself in the Japanese and UK markets in a short period, should focus on the planning school of strategy. In strategic planning, a business consultant creates a strategic plan, which is implemented after approval by the CEO. Meanwhile, steps such as SWOT analysis, scenario planning, and competitive planning are carried out, in which the competitive strategy is created, each step is analyzed, and the strategy is set. Through this strategy, we can say that Just Toyz will grow in the market and improve its strategy.

Strategies Schools

To implement or design an organizational strategy, there are several schools. The strategy schools provide the direction in which the organization should proceed and carry out its activities. So let us discuss some of these strategy schools:

1- **School of design**

This school is based on the combination of decisions designed and performed through thoughtful analysis, and it seeks the capabilities of both external and internal environmental factors to organize the strategy.

2- **The Planning School**

The planning school has evolved from the design school and focuses on the steps and processes of planning. The breakdown of each objective is implemented, and the plans are designed considering each element of the company. Tasks are clearly articulated, and these tasks are measured against a timeframe. The school of planning provides the direction in which the organization should proceed and carry out its activity.

3- **The School of Positioning**

This school focuses on the market to position themselves for the long-term benefits. For this purpose, they perform informed strategic decisions and identify their competition to formulate a competitive strategy for competitive advantage

4- **School of entrepreneurship**

This school is known for leadership strategies, where a leader has a vision and mission for the business and provides personal insight to formulate the best suitable strategies for the business.

5- Cognitive School

The school focuses on the individual strategic view, and the strategies of the organization are in the mind rather than planned or documented. Its strategies are described step by step, and they build on previous experiences.

6- Learning School

The learning school of strategy depends on the learning process with its experiences and formulates the strategy according to this approach. The school of learning draws a direction in which the organization will proceed and thinks that its business should work.

7- School of power

Their strategy-making was greatly influenced by the school of strategy that emphasizes power leaders, including political influence and the influence of workers and union leaders.

8- Culture School

The school for a strategy that is influenced by the culture of society and organizational values. Strategy formulation is devised, keeping in view the different factors of the organizational core values.

9- Surrounding School

The surrounding school strategy focuses on the situational analysis of the organization. It focuses more on the environment of the organization to make the necessary changes.

10- Configuration School

The configuration school focuses on good organization and planning of the strategies and formulates its strategies depending on a well-planned analysis and evaluation of the elements of the business environment.

Just Toyz School of Strategy

In the case of the growth of our company Just Toyz, I believe that the most appropriate strategy school is the planning school. Since the planning school formulates the strategies by analyzing various external and internal factors, it will separate the planning steps and analyze them carefully to develop the strategy. Just Toyz, which has already established itself in the Japanese and British markets in a short time, should focus on the planning strategy. In strategy school, a business consultant creates the strategic plan, which is then implemented when the CEO approves it. In the meantime, steps such as SWOT analysis, scenario planning, and competitive planning are carried out, in which the competitive strategy is created, each step is analyzed, and the strategy is set. Through this strategy, we can say that Just Toyz will grow in the market and improve its strategy.

Competitive advantage strategy for Just Toyz

Companies are in a race to gain a competitive advantage, and this leads them to want to differentiate themselves from their competitors and develop a strategy that will allow them to move forward in the market and overtake their rivals. However, companies are looking for the biggest competitive advantage in the market, which is sustainability.

Our company Just Toyz is looking for its way to a competitive advantage in the international markets. To do this, we will use Porter's generic competitive strategies. He introduced three main strategies: cost leadership, differentiation, and focus strategies. I think the strategy that Just Toyz should use to gain a competitive advantage is the differentiation focus strategy.

Although there are many online platforms that offer children's toys at lower prices, so in the case of our company, cost leadership will not be effective and will not give it a competitive advantage. However, if we combine differentiation and focus strategies into a differentiation focus strategy, it will help Just Toyz gain a competitive advantage in the market.

This idea will also expand the segment of children who cannot go to school due to a pandemic or who are not interested in studying. Just Toyz's unique and innovative toys will increase their sales and image in this particular segment. Most wholesalers focus on low prices and high quality without focusing on classifying the toys according to the age segment of the children.

This will also draw the attention of parents to the fact that there is a toy wholesaler that focuses on a specific segment of their children and also focuses on educational toys for this segment from the first to the eighth year of life. This will lead to an increase in profitability for Just Toyz and stronger customer loyalty. So when we combine the need of parents to educate their children with the need of children to play with toys, we will find that this dual need will be brought into focus by the strategy focused on differentiation, which will contribute to the growth of Just Toyz and create a new unique segment of educational toys in the market. The result will be a competitive advantage for Just Toyz. The Just Toyz website and new ways of digital marketing such as social media will help reach many parents interested in this type of toy.

Recommendations on short-term and long-term goals

Recommendations for short-term goals

Short-term goals are those that are to be implemented within a short period of time. In the case of Just Toyz, the short-term goals are focused on approximately two years. The company should focus on gaining a quick market share, and for this purpose it will build customer loyalty to the company. The short-term goals are as follows:

- **Website Improvements**

  This short-term goal uses artificial intelligence to improve the user experience by identifying the decisions users make when searching for different toy categories on the website. Using this data and frequent searches, our company will gain insights that will allow it to improve its plans and strategies. The company should focus on gaining a quick market share, and it will achieve this by retaining customers.

- **Integration with social media**

  Increasing the company's social media presence through the creation and expansion of fan pages is the short-term objective. Facebook, Instagram, and Twitter will be the platforms that are the focus of this study. Facebook is a social networking site that has impacted the expansion and market share of numerous companies.

  Just Toyz may target the demographics that are interested in their products and connect with potential buyers through Facebook advertising.

- **Cost Reduction**

This short-term goal will help reduce costs in the company. If Just Toyz uses automation technology to make toys, it will help reduce costs when it is used to make toys. It will reduce the number of workers and minimize the error rate. It will also help Just Toyz control the cost of daily operations. The company should focus on gaining a quick market share, and it will do that by retaining customers.

- **Employee Incentive program**

- Launching an employee incentive scheme that will encourage staff to positively fulfill their goals should be Just Toyz's short-term objective. Bonuses and promotions will be given to them in exchange. Employee performance will be greatly impacted, and Just Toyz will be able to assemble a solid team that will provide value to the company.

- **Customer Satisfaction Improvement**

This short-term goal will help improve the customer's experience. This can be achieved by improving the website. They can also use a hotline phone number and email to make suggestions and complaints to help improve. In addition, the company should work on improving fast delivery service and high quality to improve customer experience and satisfaction. The company should focus on gaining a fast market share, which can be achieved by retaining customers.

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 efficiency and cost reduction through this integrated system between departments.

Increase in stakeholder's wealth

Stakeholders are all people who 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 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 on the website will help the user through quick dealing with it and mobile device accessibility and will provide various payment options and this will increase the revenues because the customers will use a new characteristic. The result will be increasing efficiency and cost reduction through this integrated system between departments.

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 the 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 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 efficiency and cost reduction through this integrated system between departments.

Increase Brand awareness and positioning

Increasing brand awareness and positioning is Just Toyz's long-term objective. In order to design and develop toys that best suit children's preferences while maintaining product quality and improving customer satisfaction, this can be accomplished through social media advertising, SEO, infographics, and 3-D images on the website. Additionally, this will assist Just Toyz expand its market size and boost its market share. It will bring more skilled workers to Just Toyz and give them devoted clients.

Strategic Plan of Just Toyz

Executive Summary

Toyz is an online wholesale toy company that has made good profits over the last three years of operation. Just Toyz must, however, have a strategic plan in order for the business to expand. The Just Toyz mission and vision statements are included in the strategic plan. Through the emphasis differentiation approach on the age range of one to five for educational toys, the strategic plan will enable Just Toyz to gain a competitive edge. The SWOT analysis of Just Toyz will also be covered in the strategic plan, along with the company's advantages, which include a large selection of toys, an established online business, and superior quality. Lack of a competitive edge and a lack of both short- and long-term objectives are among the shortcomings. Opportunities include the website's modifications, creativity, social media presence, and the COVID-19 pandemic, which has given toymakers a chance. Just Toyz's threats include the increase in the competition and low prices supplied by its competitors. Ultimately, the SMART objectives will be used to outline Just Toyz's ambitions.

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 for children that 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 by making them happy, which will have great value and a positive impact on 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 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 strategy aims to achieve the mission and vision of the company. SWOT analysis will explain the company's strengths and weaknesses which deal with the internal capabilities and opportunities and threats which deal with the company's external capabilities. SWOT analysis will give Just Toyz a clear direction of their positives and negatives to start with the strategy by keeping all the factors in mind. 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:

For every age group and market niche, Just Toyz offers a wide range of toys. They provide a large selection of toys for both direct consumers and retailers. The most important advantage of Just Toyz and the reason for their success over the past three years is their ability to satisfy the needs of both retailers and customers. Furthermore, Just Toyz has been a toy distributor for three years with excellent success in terms of profitability and revenue collection, so it is not a brand-new company entering the toy market. Just Toyz will be able to move forward from this point, which implies they can better themselves by creating methods that work.

Furthermore, Just Toyz's greatest asset is its status as an online wholesale toy manufacturer.

For consumers and retailers, a Thai wholesaler's internet presence will be the most alluring feature. Additionally, they supply their clients and retailers with high-quality toys and accessories, which gives them the advantage of being an online distributor of premium toy suppliers.

Weaknesses:

The lack of a competitive edge in the market is Just Toyz's primary problem. Gaining a competitive edge and leading the company from the top is crucial for getting ahead of the competition. This calls for the development of a strategy, thorough preparation, and successful strategy execution. Regretfully, Just Toyz is unable to obtain the competitive edge that will set it apart from its rivals since it lacks a strategy for doing so. It is also difficult to accomplish the company's mission and vision without a clear direction for both short- and long-term goals and objectives, which Just Toyz lacks. In addition, the business should focus on research and development as it does not have one.

Opportunities:

The primary potential is to update and improve the usability of Just Toyz's website, which serves as its operational platform. This can be done by making adjustments to the landing page and incorporating artificial intelligence (AI), which will improve the user experience. The website's layout can be designed in a toy-like manner, such as segmenting the users according on their gender and age. Additionally, Just Toyz has the chance to create creative approaches for their product designs that will improve the company's reputation. One example of an innovation that can be used is the ability to customize toys via their website. A child might desire a sports automobile, for example. When the parent chooses the customized option, they will first be given the option to choose a color, after which they will see a variety of shapes. The parent or guardian helping the child will then be presented with the choice of either an electronic or manual car. This will allow the business to innovate, which will benefit the users and make them prefer Just Toyz. Additionally, Just Toyz has a fantastic chance to advertise their company on social media. Increasing the company's social media presence will raise awareness of the brand and help the firm expand. The COVID-19 pandemic has presented Just Toyz with yet another chance. Schools and colleges have been forced to close due to health and safety concerns, and youngsters are not allowed to travel to parks or public areas because of social distancing. As a result, Just Toyz now has the chance to sell additional toys so that kids can enjoy their time at home.

- Threats:

The biggest danger facing Just Toyz is the growing level of competition in the toy market and the decline of industry barriers, particularly with regard to internet platforms. Just Toyz will be threatened by this since they must be sensitive to their external business environment and cannot afford to take the competition lightly at any level. Furthermore, Just Toyz may be threatened by the low prices that its rivals offer. This is because doing business online is easy and lowers most operating costs, which encourages businesses to offer competitive or low prices. For example, the prices of toys on the websites of Tesco, Amazon, and Walmart reflect the low and competitive pricing of the online platforms.

Goals

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

-Development of innovative, unique, and educational toys

-Increasing 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 an experienced team with new development with websites and digital marketing also dedicated age for competition from ages one to eight. As well as the marketing team can operate on social media and attract customers. The company should concentrate on attracting 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 the customers to the best price possible through the best formulation.

of the website. These improvements on the website will help the user through quick dealing with it and mobile device accessibility and will provide various payment options and this will increase.

the revenues because the customers will use a new characteristic. The result will be increasing efficiency and cost reduction through this integrated system between departments.

Conclusion

After reviewing the school strategies, the school planning strategy was selected for the company. Since the company wants to gain a competitive advantage, it should focus on the differentiation strategy for educational toys from one to eight years old. Since the company operates in two different continents, it is influenced by many different political and economic aspects. We should consider that Just Toyz should organize its short-term goals so that it can achieve its long-term goals.

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

The company is financially strong and has a good knowledge of the market, which will help it to generate revenue in the new markets. Depending on all the previous aspects in the case of the growth of our company Just Toyz, I believe that the school of strategy that is most suitable is the school of planning. Since the school of planning formulates the strategies by analyzing various external and internal factors, it will separate the planning steps and analyze them carefully to develop the strategy. Just Toyz, which has already established itself in the Japanese and British markets in a short time, should focus on the planning strategy. In strategy school, a business consultant creates a strategic plan, which is then implemented when the CEO approves it. In the meantime, steps such as SWOT analysis, scenario planning, and competitive planning are carried out, in which competitive strategy is created, each step is analyzed, and the strategy is set.

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In our case, Just Toyz chooses the educational toys segment as a differentiation strategy for children and targets this category, especially for children aged one to eight years old, and uses unique designs in their toys that influence children's learning and educational skills. This will help Just Toyz connect strongly with its target segment and will allow it to increase revenue and enhance its brand. This strategy will add value to users, especially in the pandemic COVID -19 where schools are closed or when they are open, the one to eight age group needs to develop their learning skills while playing with toys. This is a good reason for Just Toyz to focus on this segment and offer educational toys ranging from puzzles to toys that are attractive and do not harm children while expanding their knowledge.

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