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COVER PAGE AND DECLARATION

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1. Introduction:

Just Toys was a Thai internet toy firm that took chances to change how toys are sold. What do they see? To run a trendy online business that only sells the greatest, smartest, and most environmentally friendly toys. They first sold their products in Japan and the UK, which were two of the hardest markets. Why these two? People in both countries want toys that are safe, up-to-date, and good for kids.

Just Toys grew quickly over the course of three years. From a beginner to an expert in the toy business. They did better than their usual competition because they quickly put in place a digital business plan that worked with everything else. They got bigger and came up with new concepts faster since they started out well. Their main goal was to take advantage of the growing demand for eco-friendly and STEM toys.

Its website is easy to use, its logistics are good, and its suppliers are reliable, thus it works. These three elements help Just Toys keep ahead of the competition, save money, and deliver great service. That is important for Japanese and other economies that depend on trust.

Just Toys has clear goals for the future:

Germany, South Korea, Southeast Asia, and South America are all fresh places that are worth visiting.

Plan fun, educational, and eco-friendly activities.

Make their website more interesting so that youngsters will enjoy science.

Simply Toys will grow its business and brand over the next five years. We will apply SWOT, Porter's Five Forces, and the Resource-Based View. These tools will help workers stay calm, find great opportunities outside of work, and keep up with what's

new in the field. But money isn't the only thing. Just Toys strives to be the best video game company, build items that last, and keep up with the latest technology.

2. Choose the Best Way to Grow:

You can look at strategic management in a lot of different ways. Each of them shows you a different side of a firm, which can help you grow and overcome your competitors. The issue is that there isn't simply one solution. What works for one company might not work for another. It all depends on their assets, ambitions for expansion, and the market.

Just Toys needs to do the correct things in order to grow and do well. We'll speak about Just Toys' most important strategic schools, what they do well and what they don't, and what I think they should do next.

The Design School: Making the Most of Things

This is probably the most common and simple technique to make a plan. This includes making sure that a company's unique skills, cutting-edge technology, big resources, and solid structure are all useful to potential clients. What is the main goal? To make it less likely that threats will come from outside. It's fantastic for small, new firms that want to compete since it makes them think and solve difficulties.

How Just Toys Uses It:

From the beginning, Just Toys knew how to deal with Design Schools, which helped them accomplish well. They used their IT skills and supply chains to meet Japan's need for electronic and educational games. They made it clear what they could provide

through market opportunities to make sure their resources were in line with what the market wanted.

The Things:

It's smart, useful, and fun for teams.

It reminds people of what the group can do and how they can contribute.

It encourages creative, customized answers so you don't get stuck.

Bad things:

Because the market is so uncertain, things might get too easy.

It could take you a while to respond to things that you can't control.

This isn't ideal because the industry changes all the time, and you need to be able to keep up.

A way to planning for school step by step

The Planning School makes the concepts from the Design School official and ensures sure they are followed. People who think strategically perceive it as a journey with essential stops:

Taking a look around the neighborhood

A complete checkup

Planning with an eye on the little things

Putting the strategy into action

Always on the lookout

This stringent strategy is great for larger, more established businesses or those that need to keep track of their time and money.

How Just Toys Uses It:

Just Toys put a lot of attention into setting up a distribution network in Southeast Asia. A complete market analysis found out what customers wanted and defined clear goals for the first phase of implementation. This made sure that the risks were lower and that everything went quickly.

The Good:

It keeps the firm and its departments organized and accountable.

Making plans for the future decreases dangers.

It allows workers in different departments and other areas work together and talk to one other.

Things that are not good:

Things could get stiff and hard to change rapidly.

Things could get harder and more bureaucratic if they go too far.

Porter's Market Competitiveness Model for Positioning Schools

Michael Porter backs the Positioning School, which looks at things from the outside. It talks about how to defeat the competition and how the firm is doing. Porter made three plans for the fight:

To win the competition, you have to sell low.

To differentiate implies to offer superior goods or services that consumers are willing to pay more for.

Focus: serving a small, niche market better than competitors that want to reach more people.

How Just Toys Uses It:

I love Just Toys. They sell great educational toys and provide great customer service. You can also easily order anything online. They may charge a lot, keep customers coming back, and perform well in Japan, where good service is quite important.

A Few Good Things:

It makes businesses stand out in crowded places.

It helps you figure out what to do initially.

It always gives you new ways to beat the other gamers.

Things that are not good:

You need new ideas and tools all the time to stay ahead.

If competitors imitate or decrease that distinctive value proposition, it may not be as strong anymore.

RBV: Making the most of what your firm does well

The Resource-Based View (RBV) asserts that a company's unique talents and resources give it an advantage over time. These are hard for businesses to duplicate. A strong brand name, new technology, talented workers, good ties with suppliers, or a firm culture that is different from others are all examples.

How Just Toys Used It:

Because it sells products online, maintains solid relationships with its suppliers, and works hard to make customers happy, Just Toys has done well. It's hard for other

businesses to copy these. These unique toys provide Just Toys an advantage in a congested market because they can adapt.

The Good Parts:

It gives you an edge over your competitors that is hard to copy.

It helps people gain skills that will stay a long time.

It helps businesses figure out what they do well.

Things that aren't so good:

If the organization doesn't pay attention to dangers from outside or changes in the market, people could feel too safe.

People could think they can achieve more than they can and not notice changes in their field.

My thoughts: plans that aren't well thought out

Just Toys needs to approach things differently based on where they are in their business and how quickly they want to grow. Differentiation Strategies and Resource-Based View (RBV) are two examples of positioning school principles that should be applied carefully.

It could look like this:

Make toys that are enjoyable, imaginative, and well-made that get kids thinking. This makes me think about the business a lot.

They should also invest in and maintain their own distinctive resources, such as their cutting-edge platform, expertise in supply chain management, and culture that puts customers first. These provide them an edge over their opponents.

Just Toys may readily alter with the industry and maintain developing. They will stay in the same place in the market.

3. To gain more customers, use what makes you better than your competitors:

It's hard to run a toy store, but Just Toys has made it. It's not a coincidence. They win because they have a lot of things going for them that their opponents don't. They are really good at many things. Toys is the only business that has a definite set of rules and skills. A few businesses have one. This gives them a solid foundation to preserve and expand their market share.

We'll discuss about these perks below. We'll speak about how Just Toys uses them to get 15% of the market, make a lot of money, and keep consumers.

1) Always seeking for patterns and ideas

To put it simply, Just Toys is highly modern. They aren't just sitting around waiting for orders. To stay ahead, they keep an eye on new technology, industry trends, and what customers want.

They buy a lot of STEM items for kids to help them be creative, like science, and think critically. This takes care of the needs of educational play right away.

First, Just Toys sells toys that are beneficial for the environment and last a long time. They know that more people and businesses are concerned about the environment.

Their products now include AI and digital learning. This toy store includes fun, hands-on activities that other toy stores don't.

Just Toys makes toys that kids enjoy, which puts huge shops in check. People who care about the environment and school and respect technology more than money are also clients.

2) Good job on the supply chain.

Just Toys needs a strong supply chain to do well. They can get things done swiftly, reliably, and cheaply.

For years, the same merchants have helped them. When demand is high or supply lines are weak, Just Toys always receives the best materials and parts first.

With their smart storage technology, they can look into the future. With these technologies, they always have ample supplies. Less waste, stock, and things that are "out of stock".

These modifications make delivery faster, cut down on returns, and save firms money. Why? Because customers always get their stuff in great form.

3) Digital Greatness

Just Toys spent a lot of money on its digital platform, which is more than just a store on the internet. It's for those who buy a lot of things at once and focuses on technology and integration.

Customers like that they can order a lot of things at once, keep track of their deliveries, and access their accounts online.

This digital leap has helped Just Toys attract new customers and keep them. Stores and businesses like the notion because it's easy and works.

The platform is based on how people buy products, which makes it challenging to create a better business experience.

4) A guarantee of excellence and a strong brand:

Toy makers in Japan and the UK should put quality, safety, and trust above all else. Just Toys stands for these concepts.

Everything must meet high standards for safety, morality, and quality.

Customers of the company are delighted with this focus. People think that Just Toys will follow the rules.

5) Policies that put customers foremost

One of the rare firms that cares about B2B customers is Just Toys. To make connections that last and get people to come back.

Because of their return policies, customers trust them.

Sort support channels by how helpful they are so you can fix problems fast and accurately.

It's a good idea for businesses to have loyalty programs that reward consumers who return back. These programs help businesses build relationships and get individuals to spend more.

These factors make customers happy, improve the average order value, get people talking about the business, and make it look better in the industry .

6) Dynamic Pricing That Works

Lastly, Just Toys sets rates so that they may make money and beat the competition.

People who buy a lot get discounts, which is excellent.

Cheap items and a strong local economy have an effect on prices.

When a business has seasonal specials and markets to diverse groups of people, customers remember it better.

Changing prices might help Just Toys continue in business and make money.

4. Goals for the Near and Far Future:

Make plans for the next year or two.

To get off to a solid start and thrive over the next year or two, Just Toys needs clear, reasonable goals that can be measured. These are things we want to do in the near future:

Get 15% of the market in the UK and Japan.

We wish to expand into Japan and the UK since they are performing well and have room to grow. We will sell things made in the area and cooperate with well-known companies or distributors. We want to have at least 15% more of the market in these locations. This boost will help us preserve our good name and do better than our competitors in two of the most profitable toy industries in the world.

Let others know about the eco-friendly ideas you've come up with.

We want to produce toys that are more enjoyable and beneficial for the environment because consumers desire them. These toys are made from things that can be recycled or broken down by nature, so kids will have fun learning with them. This strategy works with what consumers are buying and makes our brand more appealing to teachers and parents who care about the environment.

Improve our digital platform for users.

Our digital platform should be easy and exciting for both businesses and customers to utilize. We'll pay for our internet store and mobile app. They will load quickly, be simple to use, work in various languages, and let you buy whatever you want. Make sure your customers are happy so they buy more and come back.

Reduce your business expenditures by 10%

The most important thing is how the inside operates. We will look at our supply chain, production, and administrative tasks to see how we can save money and get more done. We can cut our operational expenditures by 10% without reducing the quality of our goods. We will automate some jobs, keep an eye on our resources, and make new partnerships with suppliers.

Teach your employees how to help customers better.

Our customer service team has to adjust when we go into new markets and sell new items. We want to hire more people who can speak more than one language and teach them how to talk to clients, learn about our products, and fix problems promptly. A excellent customer service team will help us keep clients and deal with extra requests in a professional and caring approach.

What you want to do in the next three to five years

Our goal is to grow in a wise way, make our brand stand out, and give consumers value over time. These aims will help Just Toys grow over the next three to five years:

Check out the marketplaces in Europe and Asia.

We want to open locations all around Europe and Asia to assist our business expand. No matter whatever market you choose, rules, competition, how people shop, and the growth of the toy industry will all have an effect. You can invest directly in a business, organize a joint venture, or form a strategic alliance.

%30extra cash.

We want to boost our sales by 30% in five years by producing new items, entering new markets, and convincing people to buy them. To attain this goal, we need to keep an eye on our finances, analyze how we're performing, and adapt to the market.

By making our own private-label brand, we can sell one-of-a-kind, high-margin goods that people will notice. The brand will show how inventive, high-quality, and long-lasting our business is. We can connect with stores and customers more easily. Brands, prices, and customer experiences are all improved with private labeling.

Give people a location to go in your region.

We intend to create a regional distribution center to improve the supply chain and cut delivery times in half. This factory will be in a good situation to sell items all around the world. This will make it easier to fill orders, minimize shipping costs, and keep track of stock. This enables us react more swiftly to changes in the market and what our customers demand.

Keep companies open longer

It's not just a trend to take care of the environment; it's an obligation. We will show that we care about the environment by using less energy, throwing away less rubbish in all departments, and making it tougher to buy green products. The corporation will work with environmental groups and plan events in the community to be more socially responsible.

5. SWOT and Overall Plan:

Look at the plan for the future.

To grow and accomplish well, Just Toys will adopt a five-year strategy plan with levels.

This carefully thought-out plan can help you attain your goals in both the short and long

term. Each step builds on what has already worked. The plan's goals are to produce new things, get people interested, and save the planet.

Years 1–2: Getting ready to be the greatest in the field

The company will spend the first two years focused on making its main business and markets throughout the world stronger. This first step is really critical for getting things going and moving forward.

Be powerful in Japan and the UK.

Both markets have always demanded new toys that are of great quality. We want to collaborate with schools and distributors, do more advertising, and make our products more appealing to people in the area. We need to improve our relationships with retailers and logistics in these areas.

Teach kids to care about the world around them.

One of our new ideas is to develop toys that are enjoyable and beneficial for the planet. Recycled plastics, packaging that breaks down naturally, and wood that has been certified by the Forest Stewardship Council (FSC) will be used to make these things. They will help kids think outside the box, be clear, and figure things out. People who care about the environment and want to save money would like these things.

Improve your website and the way you help customers.

You need to give your clients an excellent digital experience and fast customer service to keep them and make them happy. The company will spend money to make its website better so that it can better serve clients all around the world. The website will load faster, be easier to use on smartphones, and be easier to read in other languages. The customer

care team will also get extra training on how to respond quickly, with empathy, and focus on solutions through a number of different ways to talk to one other.

Step 2: Year 3—Getting Bigger and More Detailed

In its third year, the group will focus on making decisions based on data and looking into new sectors. We can provide more products and build our business at this level because we have a strong level 1 basis.

Going from Germany to South Korea

Germany and South Korea are important markets because their economies are robust, they buy a lot of toys, and they welcome entrepreneurs from other countries. To get in, we need to go to these venues, follow their rules, and either develop strategic contacts or recruit local salespeople. Our marketing and branding need to fit with our culture and field if we want to be successful.

Add to the list.

We need to sell more so that we may reach more individuals and meet their evolving needs. Make themed sets, use augmented reality or app-based play, or give toys to youngsters who are older or younger and need more help learning. People should know that Just Toys is a toy company that is open to new ideas.

Create a database of the market.

We shall make decisions about the future based on facts. In Year 3, the business will spend a lot of time looking at market data on how customers act, how much things cost, and how much they sell. We can manage our marketing, customer support, supply chain, and product development with just one database.

Stage 3: Years 4–5—Making the community better and spreading the word about the brand

The company's five-year strategy plan says it wants to be the best brand, run its business better, and be more responsible to society. Just Toys should be the most popular store in the area and around the world by now.

In your location, start a distribution center and a private label brand.

A private-label brand lets the corporation create, price, and sell its own toys. These crucial elements will show how much the company cares about fresh ideas and methods of doing things. A regional distribution center in a favorable shipping location will make it easier to identify products, speed up delivery, and minimize shipping costs.

Work together with schools.

Get your initial consumers by working with schools, learning centers, and teachers. These discounts might help students get free school supplies, study tools, or art equipment. To help our brand promote learning, we'll create long-term relationships with schools and parents.

There should be a report on sustainability every year.

The corporation will publish sustainability reports every year to prove that it is honest and responsible when it comes to people and the environment. These reports will show what we want to do and how we support the community and the environment. Customers, investors, and partners trust us more when we are honest about our business. It will also make our brand look better.

An appraisal of strengths, weaknesses, opportunities, and threats.

SWOT Analysis

Strengths

Fully digital model, innovative culture, skilled team, strong supplier network.

Weaknesses

Limited physical presence, low global brand awareness, supplier dependency.

Opportunities

Rising demand for educational and eco-friendly toys, school partnerships, e-commerce growth.

Threats

Strong competition, supply chain disruptions, regulatory complexities.

6. Conclusion:

This plan for Just Toyz explains how the company wants to become the best maker of eco-friendly and educational toys in the world. By offering new products, exceptional service, operational excellence, and a strong brand identity, the firm may produce long-term value for customers, partners, and shareholders while also assisting its communities. Just Toyz will stay competitive in a world market that is always changing by focusing on quality, customer service, and being able to change.

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