



MGT520: Managing Business Strategy

Module Assignment: Strategic Management Plan

The Purpose and Context

This assignment will help you develop your understanding of the planning, development and implementation phases of strategic business management.

Case Scenario

Companies use strategic planning as an instrument to guide daily decisions, evaluate progress and focus or change priorities.

Just Toyz is a Thai online wholesaler who supplies toys to both Japan and the United Kingdom. Just Toyz was created as an internet startup and became a multimillion Baht company in just 36 months.

The company needs to develop a strategic plan and has hired you as a business consultant to help with the creation of a strategic plan. Just Toyz CEO, Ted Willard, wants you to create a strategic plan that will help the company continue to grow.

Assignment Instructions

Using relevant industry information, create a strategy report for Just Toyz that includes the following components:

1. An outline comparing the different strategy schools. Choose the one that you feel best supports Just Toyz's growth. **(15%)**
2. Competitive advantage strategy that will assist Just Toyz to strengthen their market shares in both of its international markets. **(25%)**
3. Make recommendation to Just Toyz about the company's short term and long-term goals. **(25%)**
4. Strategic plan including an executive summary, mission statement, vision statement, SWOT analysis and goals. **(35%)**

Requirements

1. 3,500 – 4,000 words with APA Format
2. Double-spaced (2.0) or One and a Half (1.5) spaced
3. 12 pt. Times New Roman font
4. Page Number (footer, right bottom corner)
5. 4 major sections: Table of Content, Title Page, Main Body, References