



اَبُو سَيِّدِي تَيْكُونُ لُو كِي مَارَا  
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MARA

**FACULTY OF SPORTS SCIENCE AND RECREATION**

**BACHELOR OF SPORTS MANAGEMENT (HONS)**



**COMPANY ANALYSIS:**

**DECATHLON**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**TITLE: TREADMILL**

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## **EXECUTIVE SUMMARY**

Decathlon is one of the largest sports product stores in the world. From tennis rackets to advanced scuba diving equipment, the company stocks a wide variety of sporting goods. In order to develop the latest innovative products, the Decathlon Company also owns 20 brands. With a professional product development and design team, each brand represents a specific sport or category of sports. It focuses on the treadmill model in this company analysis, which is Decathlon was created to investigate, identify and evaluate their current problems and come up with solutions.

In this case, the treadmill problem is the surface spinning on the treadmill. As you know, when used for a long period of time, a surface treadmill material can cause injuries because of a very hard material surface. Many of these injuries include splints of the ankle, stress fractures, and the runner's knee. Maybe Decathlon can change a treadmill surface with a high quality material such as a good gel cushion to prevent injuries.

Last but not least, Decathlon is one of the world's biggest sports businesses. Decathlon uses its cost-leadership strategy to deliver quality products to its customers at the lowest possible price, and this is achieved by optimising internal processes such as strategy for manufacturing, logistics, design, etc. and thus increasing product consumption.

## **1.0 INTRODUCTION**

### **1.1 Background of Study**

Sports market is a global market which has been growing at an annual average rate of about 2 to 3% for over a decade (Ohl & Tribou, 2004). Due to strong competition, brands are very dynamic (Chantelat, 2008). They constantly seek better positioning and new ways of gaining market shares (Bouchet & Hillairet, 2008). In order to do this, these brands put more and more emphasis on innovation (Hillairet, 2005). Since the late 1990s, the industry has undergone a dramatic shift following decades of dominance by major multinational brands and a permanent status quo between manufacturers on one hand, such as Nike and Adidas, and specialist retailers on the other, Decathlon, Intersport, GO Sport, and Sport 2000.

Through establishing their own networks of stores such as Quiksilver and Lacoste, sporting goods producers become distributors. Through creating sub-brands under their influence, a retailer becomes a producer of sports goods. In particular, these retailers create brand models that compete with manufacturers and are able to provide customers with technical and high value products at competitive prices through innovation. But how do these companies, whose fundamental business is distribution, keep producing products that are considered difficult and costly? Why did they become so competitive in their R&D departments? Is their method of invention and management of ideas the secret to their success? This research will find out how these happen.

A treadmill stands for a system on which someone can run or walk that is electrically or mechanically powered. For this purpose, treadmills use a moving tread that ensures that users perform exactly the same movement while they jog or run. The electric treadmill is also the only training that can take place by breathing, blood circulation, and the cardiovascular system. No strength training can be executed with the treadmill exercise, and only successful aerobic training can be successfully performed.

## **2.3 Product/Service**

Decathlon is producing and servicing 5000 products across 60 sports. Innovation has always been a strategic priority for the Decathlon. Doing more with less, preferring local capital, maximising development, dreaming about a second life as of the design process for our goods and investing in state-of-the-art technology are just a few of the ways we make this a fact. At Decathlon, there are few products and services:-

### **2.3.1 Products**

- I. Clothing
- II. Swimwear
- III. Shoes
- IV. Backpack & Bag
- V. Equipment
- VI. Wheels

### **2.3.2 Services**

- I. Maintain and repair
- II. Cycling repair: Tube change, tyre change and other that.

## **2.4 Business, Marketing, Operational strategy**

### **2.4.1 Business**

As a competitive advantage, Decathlon uses its cost-leadership strategy to deliver its consumers quality goods at the lowest possible price, and this is accomplished by optimising internal processes such as manufacturing , logistics, design, etc. strategy and thereby increasing product consumption.