



COMPANY ANALYSIS

DECATHLON GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

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NAME OF STUDENT	: MUHAMMAD NAJMI BIN SHAFIK (2019674554)
LECTURER	: DR. ATHIFAH NAJWANI HJ SHAHIDAN

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EXECUTIVE SUMMARY

This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to research a corporate entity that manufactures a product that deeply interests us, which is Decathlon Group, a sports retailer.

First of all, the general information regarding the corporate has been collected. Information is gathered through the primary and secondary source. In the second part of the report contains the specialized subject studies. The objective of the project is to figure on the background, organizational structure, products and services that Decathlon provides.

In this case study, I have analysed the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis. Next, I studied regarding the product manufactured by Decathlon, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their running shoes. Here, I will be explaining the problems of the shoes that have grab my attention. The problem of the shoes that I discovered is the shoes are instable which makes difficulties for runners. Next, is the shoe has a high arch which is not suitable for runners. And lastly, the narrowed shoes developed by Decathlon has made it difficult for those who have wide feet to wear it. In this study, I will be explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

2.3.1 Product

Decathlon Group offer varieties of sports apparels and equipment. There are more than 60 type of sports that is available in Decathlon stores. From water sports equipment to outdoor recreation equipment. Majority athletes and sport enthusiast will come to Decathlon stores since it offers great quality product with affordable price. Here, we will be discussing regarding the running shoes offered by Decathlon Group. There are too many types of shoes that are available in their stores. These shoes however are priced differently according to its features.

2.3.2 Services

- *Repairs and Maintenance*

The company offer repairing for your equipment if they are broken. In stores, there is an area to service your bicycle, and other equipment.

- *Yoga and Fitness Class*

Every week, Decathlon will hold a fitness class during weekend and it is free an open for all customers. The fitness class will have varied type of classes such as cross training, muay thai, body combat, aerobic dance, yoga, capoeira, HIIT, Pilates and yoga.

- *Workshop*

Decathlon also offer workshop classes for children such as basketball, archery, skateboard etc. The workshop offered also are free for all customers to join.

2.4 Technology

Over the years, running shoes have experience tremendous changes. That is, from very minimal to highly supportive and cushioned shoes, and then to very minimal and finally back to highly cushioned shoes. (Krabak et al., 2017). Shoes with various functionality were released because of technological advancements used in running shoe development. Reducing injuries and improving performances by using running shoes have become a focus in both sport industries and academia.

Running shoes are designated to improve shoe comfort, enhance running-related performance and reduce the injury potentially. Decathlon provide varieties of shoes ranging from different prices. To overcome what most athletes and user's problem, Decathlon has