



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكِ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

DECATHLON

SPORT FOR ALL | ALL FOR SPORT

TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY

FACULTY : FACULTY SPORT SCIENCE AND RECREATION

PROGRAMME : BACHELOR OF SPORT SCIENCE (HONS.)

SEMESTER : 5

PRODUCT : DECATHLON SAUNA SUIT

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ACKNOWLEDGEMENT

In the name of Allah SWT, the most gracious and the most merciful who gave me strength, patience and inspiration to complete this case study report for Fundamentals of Technology Entrepreneurship (ENT 600) subject. Upon completion of this case study written report, I would like to express my gratitude to many parties that had directly or indirectly helped me to fulfil this assignment. A special thanks to my lecturer, Dr. Shafiq Shahrudin for giving me abundance of advice, outstanding attitude, guidance and patiently keep updating information from time to time on the changes of this subject during this COVID-19 outbreak. Furthermore, I would like to convey my thanks to Decathlon, which provide me the opportunity to choose this company as my project. I also deeply thankful to my classmates and beloved family for their ongoing support, encouragement and helping me in finishing this case study assignment.

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EXECUTIVE SUMMARY

Technology is one of the key factors of our world's success, yet it is also one of the most confused. As an analytical category it seems necessary for our understanding of all of humanity's history, and indeed beyond. The use of technology in sports is growing rapidly. Wearable devices that can monitor heart rate were integrated with tracking technologies that include global positioning system (GPS), accelerometer and gyroscope sensors, which are used to describe the athletes' movement and physical demands. Related to what am I focussing, a sauna suit is one of the technology or innovation that I have been seen. It is actually a garment made from waterproof fabric designed to make the wearer sweat profusely. A sauna suit is sometimes called a "rubber suit" because the early types were made of rubber or rubberized cloth. Now, sauna suits are typically made of PVC or coated nylon cloth. The construction is typically in the style of a waterproof sweat suit, consisting of a pullover jacket and drawstring pants. The closures at waist, neck, wrists and ankles are all elasticated to help retain body heat and moisture within the garment. In some sauna suits, the jacket also includes a hood to provide additional retention of body heat. The purpose of this case study is to identify and analysed the company based product, their problems and design solutions regarding their problems. By doing this, I can study the opportunity to exploit the markets with new advancement product to see whether the new product can be commercialized or not.

Decathlon has been produced on innovation for human's benefits which is for loss weight focussing on Decathlon Sauna Suit. However, there are some problem that can be solve and be consider for consumer satisfaction and more functionally. the Decathlon sauna suit cannot overcome the dehydration effect. In order to overcome dehydration, individual must hydrate themselves by infuse enough water to replenish back the water content within the body. So, it will suggest that add up water bank with straw infusion will encounter this problem. This is because individual will maintain body water content by infuse water directly if they feel tired or dehydrate. This intervention basically used at the hiking bag that function in the same way. After the water bank have been add up to the sauna suit, we must ensure that the ideal sport or recovery drink given to the individuals. Appropriate amount of water and specifically type of drinks can be provided inside the water bank. This is because sport or recovery drinks beneficial for individuals' recovery to replenish excessive mineral loss inside the body. So, by providing these, recovery phase will smoothly occur without any hesitation for example injury, muscle cramps and muscle fatigue can be avoided.

2.3 Product/Service

Classification of product	Product	Description
 <p data-bbox="352 824 504 860">Sport shoes</p>	<ul data-bbox="727 622 927 730" style="list-style-type: none"> - Sport shoes - Slippers - Socks 	<p data-bbox="1050 568 1369 786">Sport Shoes are one of the most famous section in Decathlon. The ideal price with ideal quality makes people interested to shop there.</p>
 <p data-bbox="360 1357 496 1393">Sport gear</p>	<ul data-bbox="727 1088 983 1335" style="list-style-type: none"> - Racket - Ball - Smart tracking watch - Bag - Outfit related to various sport 	<p data-bbox="1050 1032 1382 1391">Sport gear is necessary for exercise. Without them, the process of performing exercise will not smooth. Despite that, Decathlon serve a variety of choices for consumers in order to stay perform exercise with enough facilities.</p>
 <p data-bbox="320 1895 536 1930">Sport equipment</p>	<ul data-bbox="727 1648 927 1827" style="list-style-type: none"> - Bicycle - Yoga Mat - Dumbbell - Helmet - Hiking tolls 	<p data-bbox="1050 1615 1366 1861">Sport equipment beneficial for individual in sport. There are a lot of equipment that the consumer can see and make decision for their satisfaction.</p>

Table 2.1 Product / Service Provided by Decathlon