



COMPANY ANALYSIS

DECATHLON GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAM: FACULTY OF SPORTS SCIENCE AND RECREATION

SEMESTER: 5 (SR245 5A)

PROJECT TITLE: CASE STUDY OF DICK'S SPORTING GOODS

NAME OF STUDENT: MUHAMMAD KHAIRUN NA'IM BIN MASHURI

LECTURER: DR. ATHIFAH NAJWANI HJ SHAHIDAN

ACKNOWLEDGEMENT

First of all, praises and blessings to Allah, the Almighty, through His gifts of blessing for the task to be done completely and successfully. In order to be prepared for my task, I would just have to consider taking the information and assistance of certain valuable contributions who deserved my sincere thanks.

Though I was very happy with the completion of this assignment, I just want to express my sincere gratitude to my course lecturer, Dr. Athifah Najwani Hj Shahidan, for providing me excellent advice upon that assignment in the form of various consultations. I would still like to sincerely thank Dr. Athifah, who is my mentor thorough overview of the subjects, and who guided me in Technology Entrepreneurship course. I also want to extend my sincere gratitude to those that have helped me, internally and externally to compose this assignment.

In order to have access, I am most thankful to my beloved family for their support, compassion, and hardships in educating and empowering myself towards the success. A sincere appreciation gets into my colleagues and senior which support and encourage me through appropriately to complete this assignment. A big thanks to my colleagues, through the offered of useful suggestions regarding my assignment, which encouraged myself to enhance the quality of such assignment.

Ultimately, many gratitude went to a lot individuals who helped me in completing the research projects, either intentionally or unintentionally.

TABLE OF CONTENT

NO.	TOPIC	PAGES
1	EXECUTIVE SUMARY	1
2	COMPANY INFORMATION	2
3	PRODUCT ANALYSIS	7
4	FINDINGS AND DISCUSSION	9
5	RECOMMENDATION AND IMPROVEMENT	11
6	CONCLUSION	11
7	REFERENCES	12

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.

1.3 Products

In Dick's Sporting Good Company, they retail 11 type of products. With is Sports, Women, Men, Kid's, Exercise and Wellness, Outdoor and Recreation, Fan Shop, Accessories, This Week's Deals, Top Brands, Clearance. So, under Sports have 32 types of sports, but there are 5 types of product that popular, which is:

Products	Images
Baseball	
Football	
Running	
Basketball	
Volleyball	