



COMPANY ANALYSIS

DECATHLON GROUP

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EXECUTIVE SUMMARY

This is a venture 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 PUMA, 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 PUMA 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 PUMA, which is primarily a standard technology utilized by the company for its selected product that we have chosen which is their football socks. Here, I will be explaining the problems of the socks that have take my attention. The problem that I discovered is the socks are unsuitable for peripheral vascular disease. Next, is the socks has itchiness effect which is uncomfortable for user after they open it. Lastly, socks developed by PUMA is not an antibacterial products. 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 Products/ Services

PRODUCTS/SERVICES DESCRIPTION	
PRODUCT NAME	ftblNXT Team Men's Football Socks
IMPORTANCE PRODUCT CHARACTERISTICS	designed for a higher level of performance
SPORT PRACTICES	Football
PRICE OF PRODUCT	RM 39
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none"> • Store • Delivery

Table 2. Products and Services.

2.3.1 Product

PUMA has relentlessly pushed sport and culture forward by creating fast products for the world's fastest athletes. For more than 70 years, we draw strength and credibility from our heritage in sports. PUMA Malaysia offers many type of sports attire and equipment. There are 18 stores in whole Malaysia where it is on the most visited places like Queensbay in Penang and KLIA in Kuala Lumpur There are too many types of shoes that are available in their stores. These shoes however are priced differently according to its features. Beside shoes, there are other product like football boots, cricket bat, tennis racquet and many more

2.3.2 Services

- **Shipping and Delivery**
This service is provided for all around Malaysia. All that is left to do now is to wait for your parcel to arrive at your doorstep. This service you can apply either in the official Malaysia Puma website or order from our official store in online shopping sites in Shopee, Lazada and Amazon
- **Return, Refund and Exchange**
If you wish to return your order, you can do so within 14 days of receipt on your orders. Please bear in mind that returns are only applicable to selected products. To initiate the return process, please contact our customer service and share with us your order number and the product you would like to return. Returns are however not applicable for gift cards and shoe care. For