



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا  
UNIVERSITI  
TEKNOLOGI  
MARA

**DECATHLON**

**COMPANY ANALYSIS**

**DECATHLON GROUP**

**TECHNOLOGY ENTREPRENEURSHIP (ENT 600): CASE STUDY**

**FACULTY & PROGRAMME : FACULTY OF SPORT SCIENCE AND  
RECREATION**

**SEMESTER : 5 (SR243 5A)**

**PROJECT TITTLE : CASE STUDY OF DECATHLON GROUP**

**NAME OF STUDENT : MUHAMMAD AKMAL BIN MOHD SHOBRI**

**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 individual who helped me in completing the research projects, either intentionally or unintentionally.

## TABLE OF CONTENT

No.	Topic	Page Number
1.	1.0 Introduction	1
	1.1 Background of Study	1 – 2
	1.2 Purpose of Study	2
	1.3 Problem Statement	2 – 3
2.	2.0 Company Background	3 – 4
	2.1 Vision and Mission	4
	2.2 Organizational Structure	5
	2.3.1 Product	5
	2.3.2 Service	6
	2.4 Business, Marketing and Operational Strategy	6
	2.4.1 Business Strategy	7
	2.4.2 Marketing Strategy	7 – 9
	2.4.3 Operational Strategy	9
3.	3.0 Product Analysis	10
	3.1 SWOT Analysis	10
	3.1.1 Strength	11 – 12
	3.1.2 Weakness	12
	3.1.3 Opportunity	13
	3.1.4 Threat	14 – 15
4.	4.0 Findings and Discussion	16
	4.1 Findings	16
	4.1.1 Less Suitable for Fashion	16
	4.1.2 Less Sustainability	16
	4.1.3 Competing with Other Brands	16
	4.2 Discussions	17
5.	5.0 Recommendation and Improvement	18
6.	6.0 Conclusion	18 – 19
7.	7.0 Reference	20
8.	8.0 Appendices	21

## **EXECUTIVE SUMMARY**

This is an endeavor 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 analyzed 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.

### 3.0 PRODUCT ANALYSIS

#### 3.1 SWOT Analysis

The SWOT Analysis shows the strength, weakness, opportunity and threats of Decathlon's running shoes.

STRENGTH	WEAKNESS
<ol style="list-style-type: none"><li>1. Excellent quality.</li><li>2. Affordable price.</li><li>3. Offer variation of type and style.</li><li>4. Salesperson by shelf.</li></ol>	<ol style="list-style-type: none"><li>1. Stores only available in Selangor not at every states.</li><li>2. Sport watch not suitable for all people.</li><li>3. The sport watch would be a problem if someone wants to be stylish.</li></ol>
OPPORTUNITY	THREAT
<ol style="list-style-type: none"><li>1. Private labels gaining momentum.</li><li>2. The business expands their scope to all people instead of just sports enthusiast.</li><li>3. Widen market and stores.</li></ol>	<ol style="list-style-type: none"><li>1. High level of competition.</li><li>2. Increase counterfeit products.</li><li>3. Changes in fashion trends.</li><li>4. Shortage of skilled labors.</li></ol>