



**TECHNOLOGY ENTREPRENEURSHIP (ENT600)**

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CASE STUDY OF DECATHLON

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## **EXECUTIVE SUMMARY**

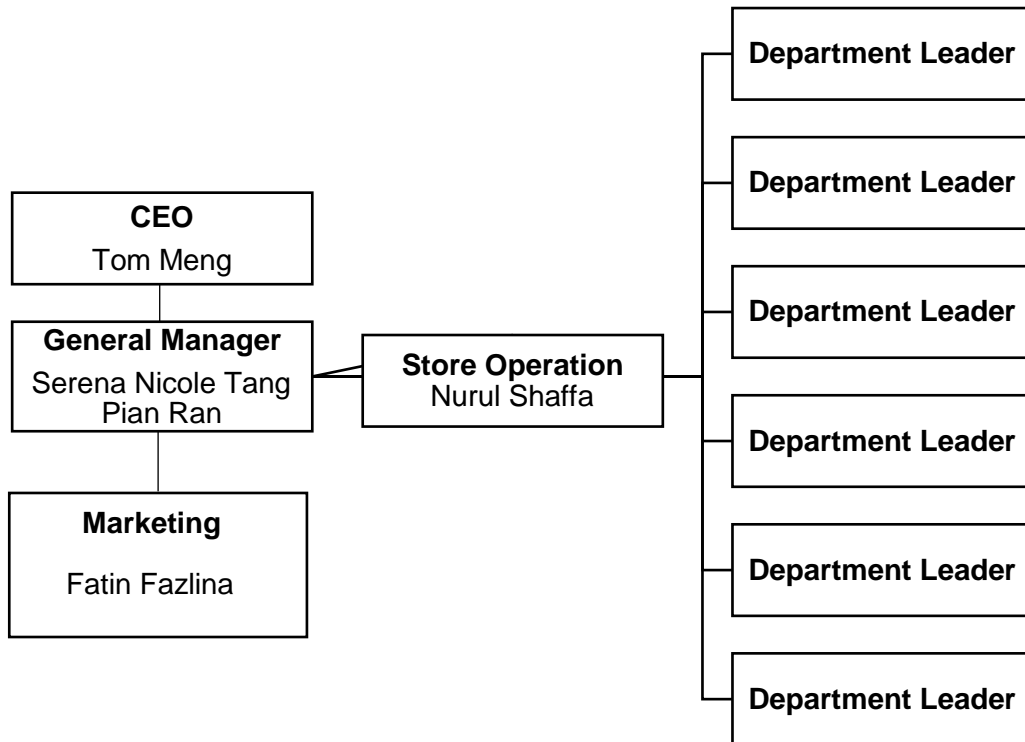
This is an endeavour to grasp how the theories can be applied to a practical situation. As a student in UiTM Perlis, it is a part of a study for everyone to undergo a case study project. So, for this purpose, I got the chance to do case study about a product that deeply interests us, which is Decathlon 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 used SWOT analysis to examine the company's strengths, limitations, opportunities, and challenges in the real world. Then I researched Decathlon's product, which is primarily a common technology used by the organisation for its chosen product, which is their hiking boots. Here, I will be explaining the problems of the boots that have grab my attention. The problem of the boots that I discovered is the boots are the cushioning in the boots are little. Next, is the boots sole also not to strong. 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 explaining deeper regarding the problems and I would also be discussing the alternatives solutions towards the problems.

What the company aspires to with its mission is to give everybody the availability of quality sports products at a reasonable price so that they can all experience the advantages of practicing sport.

## 2.2 Organizational Structure



## 2.3 Products/ Services

PRODUCTS/SERVICES DESCRIPTION	
<b>PRODUCT NAME</b>	Quenchua nh100
<b>IMPORTANCE PRODUCT CHARACTERISTICS</b>	The benefits and quality of boots
<b>SPORT PRACTICES</b>	Country walking/hiking
<b>PRICE OF PRODUCT</b>	Rm 59.00
<b>SPECIAL DISTRIBUTION CONTROL</b>	-store -posting

Table 2. Products and Services.