



ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF DECATHLON
HIKING PANTS



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SEMESTER	: SEMESTER 5
NAME	: RAJA ALYA SABRINA BINTI RAJA RAFAIZ AFFANDI
MATRIX NUMBER	: 2020961279
GROUP	: RSR245 5A
LECTURER	: DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN
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EXECUTIVE SUMMARY

This individual assignment is to investigate and identifying hiking pants at Decathlon S.A Company. The major problem that I have found for the Decathlon hiking pants is the design and material that been used is the design of the pants is quite simple that are similar to other hiking pants of other competitors. The solution that I provided to upgrade the product to attract more people to buy it and gain benefits is adding more pads or sponge at the front area of the leg and at the area of the buttocks. In conclusion, it is important to make sure the company meets the consumer needs and wants because we need their loyalty to make sure the company will gain benefits. With the intention of adding some pads or sponges at the certain area as the upgrade of the hiking pants is going to attract more customer because it will gain their trust for their safety when wearing the pants during doing outdoor activity such as hiking. In addition to this, if the product successfully gains the trust of the consumer, the company will obviously increase their benefits and get the loyalty trust of the consumer.

2.2 Product

Decathlon provide the product due to its priority which is for the people who involve in sport. The product was innovating, enticing and high performance with the accessible price to everyone. The design of products was simple yet smart, stylish yet practical and also affordable with a quality. The products that were provided are for all sport including shoes, activewear, loungewear, athleisure, bag and accessories, bikes, supplements, skin and body care, water bottles and also equipment for recovery and injury.

2.3 Technology

Decathlon using technologies that are very efficient for a big store for information system such as RFID, online payment, and Openbravo Web POS. This technology will help staff to keep informed of the stocks and asset in the stores and also to make check-out process become more efficient. Besides that, these technologies can reduce time spent for staff training.

RFID is a term for Radio-frequency identification is a wireless non-contact use of radio frequency waves to transfer data. It allows the users to identify and track inventory and assets in the stores automatically.

Next, online payment also available in Decathlon. The customers can just use payment methods such as using Visa, Mastercard, Boost, FPX, Touch N Go, GrabPay, and Hoolah payment. This kind of payment methods will make the payment of the product become easier.

The last technology been used by Decathlon is Openbravo Web POS. Openbravo Web POS is to help the shop stores assistant in client-side selling and also enables the checkout method.

2.4 Business Marketing and Operational Strategy

Marketing is important to promote and selling the company's product through advertising. There are marketing strategies that been used by Decathlon to promote their product is through their website that is www.decathlon.my and also through social media such as Instagram, Twitter, Facebook and also Tik Tok. The