



# DECATHLON

## COMPANY ANALYSIS DECATHLON GROUP

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**  
**FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION**

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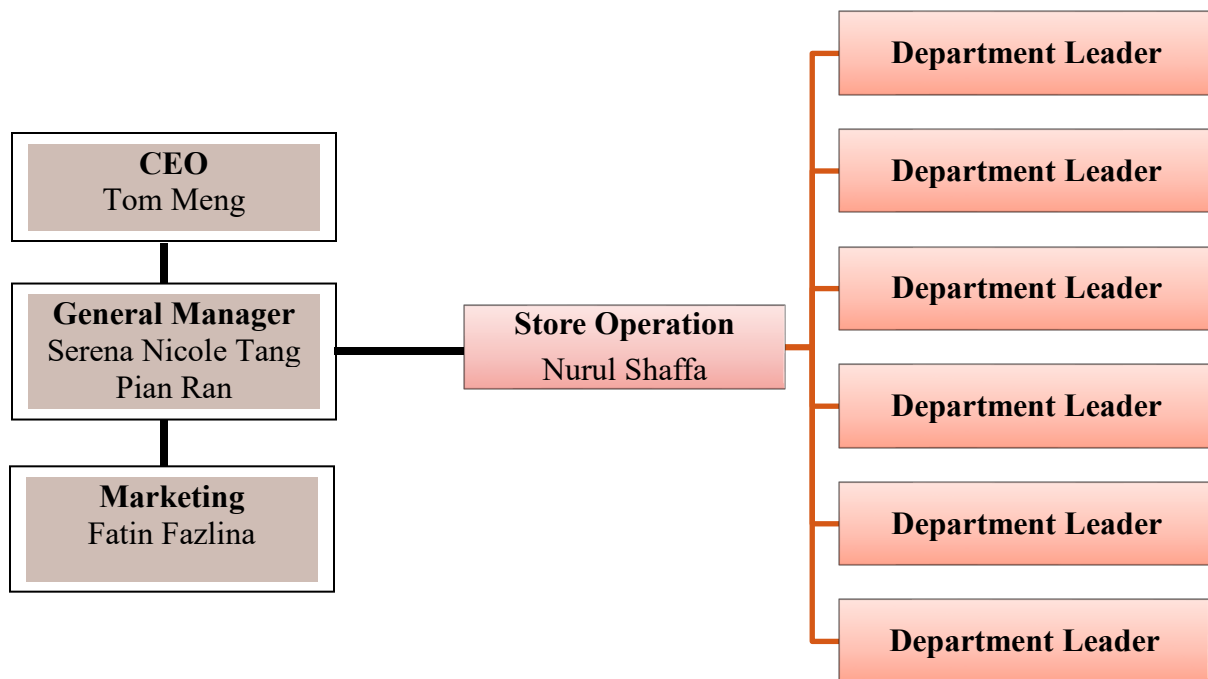
## EXECUTIVE SUMMARY

This is an summary 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.

Futher more, 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 sport bras. Now i would explained about the problem in my study case. First, nipples shown out. And this case have attract me to come out with explanation and solution. Second, not supported largers breast. This situation not to attractive but in future I would like to come out also with solution to prevent the problem. Lastly, under arm chaffing. This happen when consumer choose wrong sport bra. The solution is just to find the right sport bra so we can prevent this matters. Hopefully, this study case can giving benefits to the future so that the idea that have been discover would not just been in paper.

## 2.2 Organizational Structure



## 2.3 Products/Services

PRODUCTS/SERVICES DESCRIPTION	
<b>PRODUCT NAME</b>	Classic Running Sport Bra
<b>IMPORTANCE PRODUCT CHARACTERISTICS</b>	The quality and specification of the sport bra.
<b>SPORT PRACTICES</b>	Running topwear
<b>PRICE OF PRODUCT</b>	Rm49.00
<b>SPECIAL DISTRIBUTION CONTROL</b>	<ul style="list-style-type: none"> <li>• Store</li> <li>• Delivery</li> </ul>

Table 2. Products and Services.