



COMPANY ANALYSIS

DECATHLON GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY/PROGRAMME: FACULTY OF SPORTS SCIENCE AND RECREATION/
BACHELOR OF SPORT SCIENCE

SEMESTER :5

PROJECT TITLE : CASE STUDY OF DECATHLON GROUP

GROUP : RSR2435A

NAME : AHMAD FAATEH BIN HALIM

MATRIX NUMBER : 2020955883

LECTURER : DR. ATHIFAH NAJWANI HJ SHAHIDAN

ACKNOWLEDGEMENT

Most important things, I grateful to Allah and I happy in implementing my task completely and successfully. In order to complete my task that earn from this course successfully, I had been guided by my respectful lecturer of this course, I would like to say thank you to Dr. Athifah Najwani Hj Shahidan who are helping me and become my mentor to complete the task in Technology Entrepreneurship.

In addition, I would like to say thank you to University Technology Mara (UiTM) that give me opportunity to learn this subject on fifth semester. In the same time, the another factor that grateful UiTM providing me a good service of learning and comfortable facilities to completing this task. For the example, I can have used library and fast internet in UiTM in order to complete my task.

Furthermore, I would like to say thank you to family and family for supported and encouraged me psychologically and mentally to implement and finish my task. In order to complete my task, they give me a few quality idea and suggestion that very useful in this task.

Lastly, a big thank you to all of individual that contribute in helping me intentionally and unintentionally to complete my task successfully.

TABLE OF CONTENTS

| | |
|--|----|
| ACKNOWLEDGEMENT | 1 |
| EXECUTIVE SUMMARY | 3 |
| 1.0 INTRODUCTION | 4 |
| 1.1 BACKGROUND OF STUDY | 4 |
| 1.2 PURPOSE OF CASE STUDY | 5 |
| 1.3 PROBLEM STATEMENT | 5 |
| 2.0 COMPANY INFORMATION | 7 |
| 2.1 COMPANY BACKGROUND | 8 |
| 2.1.1 Vision and Mission | 9 |
| 2.2 ORGANIZATIONAL STRUCTURE | 10 |
| 2.3 PRODUCT & SERVICE | 11 |
| 2.3.1 Product | 11 |
| 2.3.2 Service..... | 11 |
| 2.4 TECHNOLOGY | 12 |
| 2.5 BUSINESS, MARKETING, OPERATIONAL STRATEGY | 12 |
| 2.5.1 Business Strategy | 12 |
| 2.5.2 Marketing Strategy..... | 13 |
| 2.5.3 Operational Strategy | 14 |
| 3.0 PRODUCT ANALYSIS | 15 |
| 3.1 S.W.O. T ANALYSIS | 15 |
| 3.1.1 Strength..... | 15 |
| 3.1.2. Weakness | 16 |
| 3.1.3 Opportunity | 16 |
| 3.1.4 Threat | 17 |
| 4.0 FINDING AND DISCUSSION | 18 |
| 4.1 FINDING | 18 |
| 4.2 DISCUSSION | 18 |
| 4.2.1 Summarize Major Problem | 18 |
| 4.2.2 Alternative Solution for The Major Problem: Quite Heavy..... | 18 |
| 5.0 CONCLUSION AND RECOMMENDATION | 20 |
| 5.1 CONCLUSION | 20 |
| 5.2 RECOMMENDATION AND IMPROVEMENT | 20 |
| 6.0 REFERENCES AND APPENDICES | 22 |

EXECUTIVE SUMMARY

The company that I choose is Decathlon company. Next, this assignment is about to identify and analysis the strength, weakness, opportunity and threat (S.W.O.T analysis) on the Arpenaz tent which is one of the product produced by Decathlon company. The main problem of this product is quite heavy to carry it throughout long journey focusing on hiking, camping or traveling using bicycle or legs. So the best recommendation that can I give is change the pole of tent with air by create the 8 air channel inside and across of wall and roof of Arpenaz tent and the air channel will shape like 'x' and '+'. This is because the pole is main factor make the Arpenaz tent heavy about 3.2 kilograms.

2.3 PRODUCT & SERVICE

2.3.1 Product

| | |
|-----------------------------------|--|
| PRODUCT | |
| PRODUCT NAME | Arpenaz tent |
| IMPORTANCE PRODUCT CHARACTERISTIC | Waterproof Ventilation Resistant to wind |
| FUNCTION | Temporary shelter |
| PRICE OF PRODUCT | RM 259.00 |
| SPECIAL DISTRIBUTION CONTROL | Store delivery |

Decathlon company sell many of products included equipment, and accessory for over sixty sports for recreational, competitive and home sport. All product of sport includes indoor sport, outdoor sport, leisure sport and extreme sport. Besides, all equipment and accessory for all stage of age which is for children, adolescent, adult and older. Mostly, for sport lover either for recreational and competitive, all of them will visit here to find the quality of equipment or accessory for their sport. The another factor that influence costumer to visit here due to Decathlon provides more than five thousand available products. For example, products are bicycle, watch, tent, beg, sport shoes, socks, sport attire, swimming suit, barbell, dumbbell, helmet and other variation sport equipment. The most important product I want analyse is Arpenaz tent.

2.3.2 Service

- shirt printing service.
- rackets restringing Service.
restringing with Artengo strings or other brand
- Maintenance and repair
Decathlon provide repair and maintenance for bicycle like tube change, tyre change, minor tuning of bike gears, brake tuning, child seat installation, rear rack installation, installation of basic installation, safety service of bicycle, drivetrain service of bicycle, overhaul service of bicycle.
- Workshop classes for skateboard, basketball and archery.