



**ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF DECATHLON
BADMINTON SHOE**



FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
: BACHELOR OF HEALTH AND FITNESS (SR 245)

SEMESTER : SEMESTER 5

NAME : ALVENA ANNE BINTI ALAS

MATRIX NUMBER : 2020983321

GROUP : RSR245 5A

LECTURER : DR. ATHIFAH NAJWANI BINTI HJ SHAHIDAN

SUBMISSION DATE : 28TH APRIL 2021

TABLE OF CONTENT

	PAGES
ACKNOWLEDGEMENT	1
1.0 COMPANY INFORMATION	
1.0.1 BACKGROUND	2
1.0.2 VISION	3
1.0.3 MISSION	3
1.0.4	4
1.0.5 GOALS	4
1.1 ORGANIZATIONAL STRUCTURE	5
1.2 PRODUCT	6
1.3 TECHNOLOGY	6
1.4 BUSINESS MARKETING AND OPERATIONAL STRATEGY	6
2.0 SWOT	
2.1 SWOT ANALYSIS	7
2.1.1 STRENGTH	8
2.1.2 WEAKNESSES	9
2.1.3 OPPORTUNITY	10
2.1.4 THREATS	11
3.0 DISCUSS SOLUTION AND PROBLEM	
3.1 MAIN PROBLEM	12
4.0 RECOMMENDATIONS	
4.1 BEST SOLUTION	13
5.0 REFERENCES	14
6.0 APPENDICES	15

ACKNOWLEDGEMENT

This assignment is about identifying badminton shoes from Decathlon S.A company. The major issue that I found was relating to how the badminton shoes has a lack in safety as it in can lead to the user to be prone to injuries. The solution that I have proposed was to add shock absorption which can help in the preventing the major issue from continuing occurring, to the design of the issue. In conclusion, this shoe with the proposed solution would result in a better user satisfaction level and also for the better safety of those who choose to wear the shoes. Other than that, in the case it were to be successful, it would help in the increase of profits as the demands would surely sky-rocket once people know how good the shoes have been improved following the addition of the proposed solution.

1.0 COMPANY INFORMATION

1.0.1 BACKGROUND OF COMPANY



Name of the company	: Decathlon S.A
Business Address Sri	: 8Trium Tower Jalan Cempaka SD12/5, Persiaran Kenanga, Bandar Damansara, 52200 Kuala Lumpur
Telephone number	: 03-6280 6701
Email	: decathlon.malaysia@decathlon.com
Facebook Web Page	: Decathlon Malaysia
Operation Time	: Monday to Sunday (10.00a.m. – 10.00p.m.)
Form of business	: Sports Apparel
Main activities	: Manufacturer Sporting Goods Such as Clothing, Sportswear, And Sports Equipment

Decathlon S.A is a French sporting goods retailer which sales wide range of sporting goods, from tennis rackets to advanced scuba diving equipment, usually in large, big-box superstores averaging 4,000m² in size. It was founded by Michel Leclercq in 1976 and has grown to become once one of sports supplier with 1647 stores in nearly 1000 cities in 57 countries and region. It can be said to be the largest sporting goods retailer in the world. The first ever shop was open in Lille, France whereby over a decade after that, it expended its expenditure to various countries like Germany in 1986, Spain in 1992, Italy in 1993, Belgium in 1997, Portugal and the United Kingdom in 1999, Brazil in 2001, China in 2003, India in 2009, Taiwan in 2012, Hong Kong in 2013, Malaysia and Singapore in 2016, South Africa, Philippines and Indonesia in 2017 and South Korea, Australia in 2018. The company has employed over 87,000 staff throughout 80 different nationalities. The reason we have chosen Decathlon as our choice of company as it has a significant relation to our current studying module which co relates to sport attire. Admiring one of the biggest

1.2 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 was 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.

1.3 TECHNOLOGY

Decathlon using technologies that are very efficient for a big stores 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 technology can reduces 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 using 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 more 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.

1.4 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 reason why Decathlon use social media as one of their marketing strategy is mostly people have social media and through advertisement on social media, they can attract people to buy sports good from the stores.