



DECATHLON

COMPANY ANALYSIS

DECATHLON GROUP

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORTS SCIENCE AND RECREATION

SEMESTER :5 (SR2435A)

PROJECT TITLE : CASE STUDY OF DECATHLON GROUP

NAME OF STUDENT : MOHAMAD SYAFIQ SHAH BIN M. NASSER SUBRAMANIAM

LECTURER : DR. ATHIFAH NAJWANI HJ SHAHIDAN

ACKNOWLEDGEMENT

First of all, praises and blessings to Allah, the Almighty, through His gifts of blessing for the task to be done completely and successfully. In order to be prepared for my task, I would just have to consider taking the information and assistance of certain valuable contributions who deserved my sincere thanks.

Still I was very happy with the achievement of this assignment, I just want to express my sincere gratitude to my course lecturer, Dr. Athifah Najwani Hj Shahidan, for providing me excellent advice upon that assignment in the form of various meetings. I would still like to sincerely thank Dr. Athifah, who is guided me in Technology Entrepreneurship course. I also want to extend my sincere gratitude to my friends that many helped me after Dr Athifah to finish this assignment.

Other than, I am very thankful to my beloved family for their support in educating and allowing to further study with successful. A sincere appreciation gets into my friends which is very supportive me to complete this assignment. A big thanks to my classmates, through the offered of useful suggestions regarding my assignment intentionally or unemotionally to finish my assignment with a good quality.

Table of Contents

1.0 EXECUTIVE SUMMARY	4
1.1 Background of the Study	5
1.2 Purpose of The Case Study	5
1.3 Problem Statement	6
2.0 COMPANY INFORMATION	7
2.1 Company Background	8
2.2 Organizational Structure	9
2.3 Products/Services	10
2.4 Business, Marketing and Operational Strategy	11
3.0 PRODUCT ANALYSIS	14
3.1 SWOT Analysis	14
4.0 FINDINGS AND DISCUSSION	17
4.1 Findings	17
4.2 Discussion	18
5.0 CONCLUSION	19
6.0 RECOMMENDATION AND IMPROVEMENT	19
7.0 References	20
8.0 APPENDICES	21

1.0 EXECUTIVE SUMMARY

This is an opportunity for us as a student to learn technology entrepreneurship subject for this semester. This is because we can apply for what we study for this whole semester on this subject for us in the future and also can be applied all the theories in the real and practical situation. As a student in UiTM Perlis, it is a part of a case study for everyone that taking subject technology entrepreneurship to undergo a case study project. Because we have a case study like this, I got the chance to research a corporate entity that manufactures a product that provide sport equipment, which is name Decathlon Group, a sports retailer.

First of all, the general information regarding the corporate has been collected through the primary and the secondary sources. The objective of the project is to figure on the background, organizational structure, products and services that Decathlon provides.

Next, in this case study I should analyses the strength, weaknesses, opportunities, and threats of this company in the real business world by using SWOT analysis. The product that attract my interest is the tracksuit at there. Here, I will explain about problem of that tracksuit that attract my interest at there. First of all, the problem that I have discovered is the color of the Kiprun men's breathable running trousers is easily to become fade. Next, the product is not are water resistance product so it can easily become wet when sweating. Lastly, it can easily tear when we are doing outdoor activity. So in this study, I will be explaining regarding the all problems that has and also will be discussing on the alternatives to makes a good solutions to the product.

2.3 Products/Services

PRODUCTS / SERVICES DESCRIPTION	
PRODUCT NAME	Kiprun men's breathable running trousers
IMPORTANCE PRODUCT CHARACTERISTICS	Quality and specification
SPORT PRACTICES	Physical Activity Tracksuit
PRICE OF PRODUCT	RM 69 .00
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none">• Store• Delivery

2.3.1 Product

Decathlon Group offer varieties of sports apparels and equipment. There are more than 60 type of sports that is available in Decathlon stores. From water sports equipment to outdoor recreation equipment. Majority athletes and sport enthusiast will come to Decathlon stores since it offers great quality product with affordable price. Here, we will be discussing regarding the running shoes offered by Decathlon Group. There are too many types of shoes that are available in their stores. These shoes however are priced differently according to its features.