



DECATHLON

COMPANY ANALYSIS

DECATHLON

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME : FACULTY OF SPORT SCIENCE AND RECREATION

SEMESTER : 5 (RSR2435A)

PROJECT TITLE : CASE STUDY OF DECATHLON GROUP

NAME : MUHAMMAD ZULQARNAIN BIN MALIK

LECTURER : DR. ATHIFAH NAJWANI HJ. SHAHIDAN

ACKNOWLEDGEMENT

I want to give praises and blessing to Allah SWT, for giving me this opportunity and idea to complete this case study without any major problems and to be done smoothly. Not to mention, those who help me doing this assignment, my friends, family and related people. All of them deserved my gratitude.

A very special thanks to my beloved lecturer, Dr. Athifah Najwani Hj Shahidan for guiding me patiently and giving me advice regarding the assignment. Dr. Athifah who is my course lecturer have lecture me and became my mentor for this Technology Entrepreneurship course. Moreover, I would to express my gratitude to those who help me physically or mentally. Those are my beloved family, my groupmate and my friends whom without them, I might not able to finished this task successfully.

TABLE OF CONTENT

TOPIC	PAGE NUMBER
Executive summary	1
1.0 Background of the study	2
1.1 Problem statement	2
1.2 Purpose of study	3
2.0 Company information	4
2.1 Background of company	6
2.2 Organizational structure	7
2.3 Product/services	8
2.4 Business, operational and marketing strategies	9
2.5 Marketing strategies	9
3.0 Company analysis	11
3.1 SWOT analysis	11
3.1.1 Strength	12
3.1.2 Weakness	13
3.1.3 Opportunity	14
3.1.4 Threat	14
4.0 Findings and discussion	15
4.1 Findings	15
4.2 Discussion	16
5.0 Recommendation and improvement	17
6.0 Conclusion	17
7.0 References	18
8.0 Appendices	18

EXECUTIVE SUMMARY

This assignment is about to make a case study about company based on their strength, weakness, opportunity and threat, by knowing their background history, background company, organizational structure, marketing strategies and product and services that's is provided by the company. The company that I choose is Decathlon group, a famous sport retailer company.

There is no doubt that Decathlon is one of the big names when it comes to sports retailer. It is well known for the quality of their product and the affordable price that is shown. I decided to select hiking backpack as the product that I will analyse. After analysing SWOT, I have found some problems about the product. The major problem is the comfortability of the backpack. Some consumer has state that the product is not too comfortable to wear. The best recommendation for the problem is to adjust the strap, the neck and chest area and make it adjustable with more limit. In this study, I will elaborate more details regarding the research objective on the ways to cope with the best solution on solving problems that company faced.

2.3 PRODUCT/SERVICES

PRODUCTS / SERVICES DESCRIPTION	
PRODUCT NAME	Mh500 30-litre hiking backpack
IMPORTANCE PRODUCT CHARACTERISTICS	Quality and specification
SPORT PRACTICES	Hiking Backpack
PRICE OF PRODUCT	RM 89.00
SPECIAL DISTRIBUTION CONTROL	<ul style="list-style-type: none">• Store• Delivery

Table 2. Products and Services.

PRODUCT

The company, Decathlon Group has provided and manufactured many types of sportswear and equipment. According to the data provided in their official website, there are more than 60 type of sports that can be found and sold by Decathlon. All from different type of sports, such as team sport, racquet sport, sportswear, foot wear, water sports equipment, recreational equipment and many more. Thus, a lot of people will come to Decathlon, as it provides a bunch of quality products with reasonable price. One of the product is hiking backpack, from Decathlon. To be honest, there are lot of hiking backpack provided by the company with different type of price and specifications.

SERVICES

Lot of us knows Decathlon for their selling, designing, and manufacturing sports product. However, Decathlon is bigger than that. There are several brilliant services provided by the company to its beloved consumer. One of the services is repairs and maintenance. Decathlon provides services to repair equipment, as for example, bicycle if they are broken, or if the customer wants to add things such as change tyre, brake tuning, child seat installation and more.

Next, is providing workshop. Although not every type of sports will be provided to the workshop, this services surely helps customer to learn better about sports. As for example, there are workshop and classes for children that is interested in archery, basketball and skateboard.