



**ENT600 TECHNOLOGY ENTREPRENEURSHIP
CASE STUDY
PRODUCT ANALYSIS OF DECATHLON
THERMO BOTTLE HOLDER**



FACULTY / PROGRAM : FACULTY OF SPORTS SCIENCE AND RECREATION
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EXECUTIVE SUMMARY

This is an endeavour 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.

Decathlon Malaysia has invented a new product which is Thermo Bottle Holder. Thermo Bottle Holder is a holder bottle that is equipped with a hollow with an outer cavity and a main compartment. The outer cavity can be filled with either cold or hot water to control the temperature of the beverage in the main compartment via heat exchange. It is known that everyday people struggle with different commitments that result in a busy life. At one point, it is hard for some people to being consistent in water intake daily and medicine routine. Water is needed for overall good health and sticking to our medication routine as prescribed is essential to ensure a healthy life.

First of all, our target market will focus on the customer in Shah Alam. Since students, educator and office worker lead a busy lifestyle, they will be our target market. Thermo Bottle Holder will ease and help the customer in being healthy in a practical way. Besides, this product is made of stainless steel and durable for work and even travelling. The price for this product is also affordable and in line with the quality. The target production of our company for the second year is RM 110 000.00. The management teams of our company are divided into several groups and each team are led by the employee that has responsibility to ensure our company's product quality and service.

1.0 BACKGROUND OF THE COMPANY



Name Of The Company	: DECATHLON S.A
Business Address	: 8Trium Tower Jalan Cempaka SD12/5, Persiaran Kenanga Bandar Damansara, 52200 Kuala Lumpur
Telephone Number	: 03 – 6280 6701
E-Mail	: decathlon.malaysia@decathlon.com
Website	: www.decathlon.my
Facebook Web Page	: Decathlon Malaysia
Operation Time	: Monday until Sunday (10:00 a.m. – 10:00 p.m.)
Form Of Business	: Sports Apparel
Main Activity	: 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 such as clothing, sportswear, and sports 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

2.2 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, active-wear, lounge-wear, athleisure, bag and accessories, bikes, supplements, skin and body care, water bottles and also equipment for recovery and injury.

2.3 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.

2.4 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