

Electronic Assignment Cover Sheet

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CA2 - Focusing on the Product/Service provided under this brand, highlight with supporting evidence why it is successful in the market.

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Subject: Strategic Marketing Analysis

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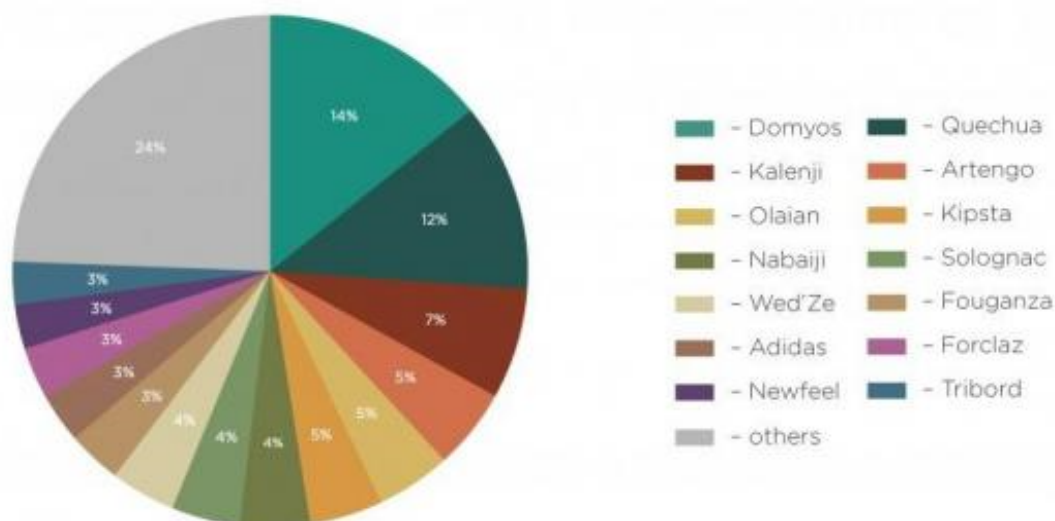
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1. Introduction:

Decathlon strives to increase sales by offering products at low margins. Their profit margins are much lower than those of their competitors due to the manner their firm is run. Customers don't pay any compounded margins because the entire process is streamlined when they shop at Decathlon. They pay less since the margins are smaller. Decathlon wants as many people as possible to be able to participate in sports, and they don't want cost to be a barrier when they have the power to make a difference. (Decathlon P. , 2022)

Amongst its 20 brands, Decathlon caters to categories like Mountain & Hiking, Running, Water sports, team sports, fitness, cycling etc. Talking about the Irish market, Decathlon Ireland did a turnover of **27.9 Million USD in 2021**. (ecommerceDB, 2022). The ***Treadmill Run 100e***, one of the best-selling items in the fitness sports & equipment category, Domyos, is highlighted which sold for €94,000. As the world has just been getting over with the COVID-19 pandemic, people have realized the importance of health & fitness more than ever. (Broom, 2022). With online training sessions for physical exercise at its peak, Decathlon's fitness category received the major benefit from this, contributing country turnover with € 5.5M. (Singh and Maher, n.d.) (Decathlon, 2022).

The model template Kotler Five Product has been used in this assignment to enable a detailed understanding of the product, its characteristics and the reasons behind its success for Decathlon.



(Figure depicting the share of Fitness category, Domyos)

Figure (1) (Source: Lectra.com, Decathlon Brands, 2020)

2. Background of the product:

Globally treadmills have risen to the top of the list of preferred home exercise equipment. Without having to leave the house or pay for an expensive gym subscription, training at home allows us to achieve our daily workout goals. Customers who don't have time to go to the gym or who simply prefer to workout at home can choose from our selection of home fitness equipment at Decathlon. (Schlinger and Hondorp, 2022).

There is a top-notch selection of treadmills, which enable customers to train for races, boost endurance levels, or engage in interval sprinting all from the convenience of home, is one of the most well-liked home training goods. The product is backed by a two-year guarantee and a 365-day return policy when making an online purchase at Decathlon. Purchases made online can be picked up in store, delivered to your home, or both. (Decathlon Ireland, 2022)

The main products of Decathlon that have led to generation of notable revenues within the Irish market are the *Treadmill run100e*. The main feature that has been included within the treadmill

is the performance and connectivity which will enable the users to use it for a long time. In addition, the feature of compact folding has been included within the product that will help the users to store it and maintain the product for a long time. The main features that are included within the treadmill are that it is designed to improve maximum speed up to 14 kilometers per hour and provide the users with 3% manual incline (Decathlon, 2022). In addition, the product provides the running comfort as the deck is 45 cm wide and 120 cm long. The price of the product is capped at €550.

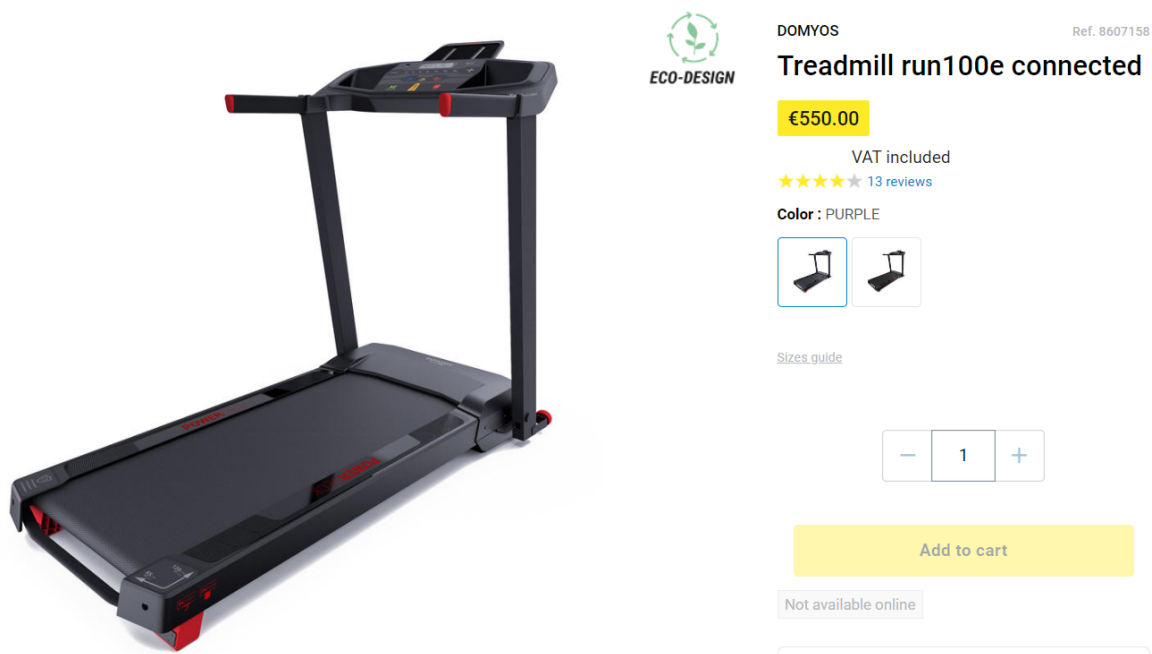


Figure (2) (Source: Decathlon.ie, Treadmill Run 100E, 2022)

3. Role of Analytical marketing of Decathlon's product:

Decathlon's inspiration comes from love of sports and everyday people. They share a common mission by developing the highest quality technical sports products and offering them at the lowest possible prices. Packaging and advertising help sell your product, but they also drive up the price. Brands tend to provide the same quality at half the price. At Decathlon, they invest in ideas & innovation by keeping a separate R&D & innovation department. In return, you get the highest quality, most affordable sports products and equipment. (Innovation, 2022)



Figure (3) (Source: Decathlon.ie, Innovation, 2022)

It has been mentioned by Zhu and Gao (2019) that analytical marketing involves collection of data about the preferences of consumers and incorporating them for ensuring the marketing process. The role of analytics within marketing has increased significantly, as the competition within the market has increased. One of the notable methods that are used for analytical marketing is through use of SEO and pay per clicks. Analytical marketing is applied within business for gaining *timely, complete, reliable, and operative information* that are incorporated within the marketing process. One of the main advantages that are gained through analytical marketing is that it helps in making competent managerial decisions and progress of business is initiated. Subsequently, the application of analytical marketing has enabled the companies to gain competitive marketing through creating customized and effective marketing methods.

The quality team of Decathlon continues to work to complete the 2020-2022 project and is organized around three key strategic areas: Improve user security, ensure product quality through a strong and unified network, and reduce costs. (Decathlon Report, 2022).

Key Highlights (Decathlon Report, 2021):

- ❖ New tools are introduced to improve performance with increasingly reliable and centralized data and more.
- ❖ Reduce nonconformance management time.
- ❖ Analyzing the products with customer ratings below 4.2 and making a clear decision.
- ❖ New Chemical Risk Training Aligned with Audit Grid Requirements for Human Responsibility in Manufacturing
- ❖ Environment and quality are now available to suppliers for better preparation and individual support.

4. Chosen product is successful in Irish market:

The main products that have been chosen for the scope of the report is *Treadmill run100e*. The products are widely sold within the box stores as well as the online mode for meeting the needs of the customers. The market capture of Decathlon treadmills was 0.5% in 2015 when the products were launched.

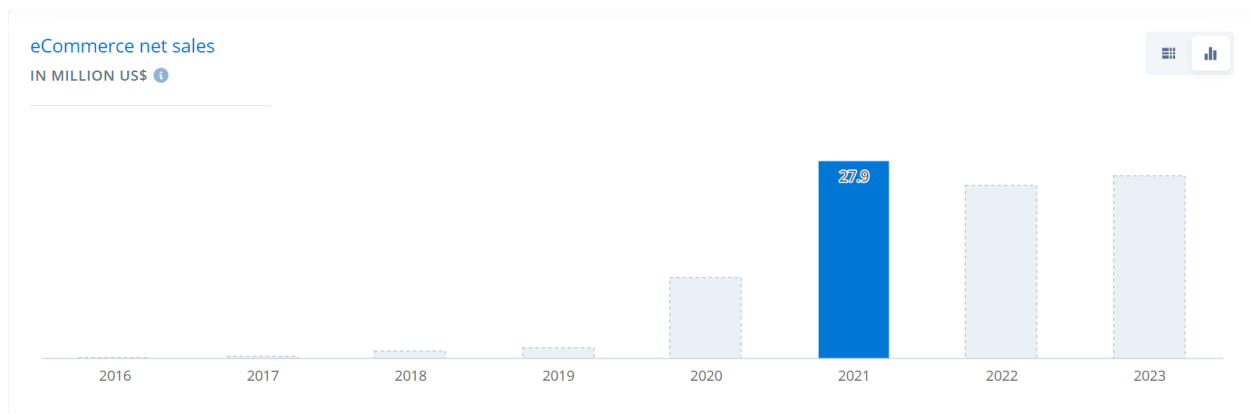


Figure (4) (Source: ecommerceDB, Decathlon, 2022b)

However, the onset of pandemic had been a pivotal turn for the sales of the product as many people were concerned about their health and strived to engage in home based exercises as the gymnasiums and other health centers were closed. Subsequently, in 2021, the market expansion

of *Treadmill run100e* had increased to 5% and accordingly the revenues had been increased (Irish Times, 2020). The Irish business of sports retail gain Decathlon has decided to increase its operations and open up new stores in Limerick, Cork, and Galway.

While the surfboards have been the initial sources of revenues for Decathlon, the treadmills have been evident of sustained growth in sales. The online activities of the company have been boosted during the pandemic and the sales of treadmills have been increased by multiple digits. Decathlon Ireland Sports Ltd have been the major supplier of treadmills to the European market since 2018 and this attracts the majority of the stakeholders to initiate their investments within this products. The increase in sales of products has entailed the requirement of personnel for interaction with the customers. Subsequently, the number of employees has been increased to 103 from 34 and the return on investments has been increased by 139% to €3.8m (ecommerceDB, 2022).

5. Five Product Levels Model:

To explain the product/service of Decathlon, here we have used the Five Product Levels Model in Figure (1)

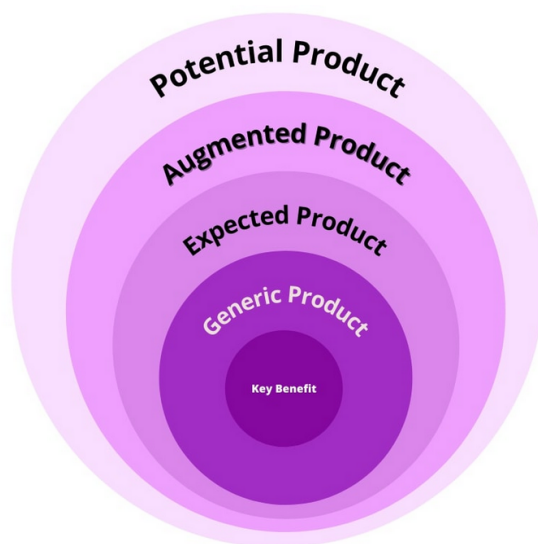


Figure (5) Kotler's Five Product Levels, (Philip Kotler 1960s)

5.1. Core Product Benefit(s) / Main Benefit Item (s):

Domyos being the most selling fitness brand (Decathlon, 2021) caters to the most basic fitness requirement equipment as well amongst its complete product portfolio. When you buy a Domyos item, you expect it to be well made, reliable, high quality, have all the features you need, no frills, and be affordable. (T3.com published, 2021). The **Domyos Run 100E** is a treadmill with the right mix of performance and connectivity for regular use. (Lookbook Domyos, 2022)

Treadmills facilitate amazing cardiovascular exercise that enhance your heart health. It helps with weight loss, muscle strengthening, mental health, enhancing brain health & memory, regulating blood sugar level, improving sleep quality & many more (Talbot, 2022). It is a great choice of equipment whether you have a small space or to set-up a mini gym at home.

The best exercises for enhancing your cardiovascular health, maintaining physical fitness, and shaping your body are walking and running. Overcome roadblocks that stand in your way, such as bad weather, pollution, and family obligations, and accomplish your objectives more quickly. When not in use, the product may be stored easily while still providing outstanding performance when it is. (Talbot, 2022)

5.2. Generic Product / Standard Product:

Domyos Run 100 E comes with a small console that displays time, distance, speed, pace, calories, and heart rate on a backlit LCD screen for easy viewing. Using the 7 shortcut buttons, + and - buttons, and the remote control that comes with the treadmill, you can quickly set the top speed to 14 km/h. **Three new features** have been introduced to this version: a USB charging connector, a remote control that makes it simple to modify the treadmill's pace, and communication with the Domyos E-Connected app so you can customize and record your workouts. The **RUN100E treadmill** console features 30 programs divided into 3 categories that were prepared by our category (Domyos) coaches. Each program's speed can be changed to suit your needs before or throughout your workout. The **DOMYOS E-CONNECTED, KINOMAP, and ZWIFT apps** work with the **RUN100E treadmill** to provide you access to even more interactive information. One can set weekly or monthly goals, track their exercises, design their own training plans, and enable compatibility with other applications all for free with the DOMYOS app. The **RUN100's** engine output was measured at its top speed of 14 km/h and a user weight limit of 130 kg. To verify the durability of their parts, all of the treadmills undergo a

600-hour, nonstop laboratory test. Rear feet that can be folded allow the Run 100 treadmill to be manually inclined from 0% to 3%. The 45cm wide running deck on the **RUN100E** makes for a pleasant run. To ensure efficient energy transfer and a dynamic stride, the cushioning system has been built. During training, four elastomer pads that are positioned between the metal frame and the running deck offer adequate shock absorption. The **RUN 100E** treadmill's highest speed of 14 km/h was recorded at 66 Db.

Services, Support and User Guide after Sales:

RUN100E user manual provides information for mount, adjust or operate your product & Fix a technical problem. **Warranty: 2 years (parts and labour) and 5 years (metallic frame). 10 years of spare parts availability.**



Figure (6) (Figure depicts foldable treadmill Domyos 100E)

(Source: Walmart.com, Domyos Run 100E, 2021)

5.3. Expected Product / Anticipated Outcome:

The **Run 100 E** treadmill is unquestionably on the more affordable end of the spectrum. The price of the treadmills has been kept as **€550** (Decathlon, 2022). This has been initiated for

attracting various kinds of customers and suiting the needs of the customers. Competitive pricing has been used within Decathlon, which ensures that the prices are flexible and they are changed owing to creating offers and discounts. (bdaweightwise, 2021).

Despite the instructions' advice to enlist assistance, one person may easily complete assembly. Even though it weighs 46 kg, it should be simple to set it up without too many issues in under 30 minutes. On the Decathlon website, **Domyos Run 100E** has over 2000 satisfied customers listed; it is instantly clear that it provides great materials and build quality at a reasonable price. The noise levels won't go above 66dB, which is quite low even at maximum speed. (bdaweightwise, 2021).

5.4. Augmented Product / Enhanced Product:

The competitive pricing has enabled Decathlon to compete with the rivals and increase the profit margin in case TC the prices and demands within the customers are increased.

S.No.	POINTSDESCRIPTION	(DECATHLON) DOMYOS TREADMILL RUN 100e CONNECTED	(ELVYRYS)PROFORM SPORT 3.0 EXERCISE TREADMILL	Inference
1	Folded Dimensions	L152 x W76 x H38 cm	L148 xW95 x H75cm	Folded dimension is lesser for domyos, hence, easy to carry
2	Weight of equipment & weight capacity	47kg/ 130kg	65kg/125kg	domyos is better as it is light weight & can carry more weight
3	Versatility	Max speed of 14km/hr & upto 3% manual incline	Max speed upto 16km/hr	Proform has added advantage of more speed
4	Coaching	console includes 30 programs designed by team	16 preset programs	Domyos has more preset programs for customer experience
5	Compact design	only 38cm deep when folded	75 cm deep when folded	Domyos is more compact
6	User comfort	Running platform is 45 cm wide & 120 cm long	Running platform is 41 cm wide & 127 cm long	Proform has better dimensions in terms of user requirements
7	Connectivity	adaptable with Domyos E-Connected and third-party Kinomap and Zwift apps	Adaptable with ios & android apps	Proform is more compatible as the masses use ios & android. on the other hand customer has to download specific apps for using domyos
8	Assembly time	setting up takes 45 min maximum with 2 people	setting up takes 60 min maximum with 2 people	Domyos has better assembly time
9	Price	€550.00	€649.00	Domyos has better pricing strategy.
10	Warranty	2 years (parts and labour). 5 years (metallic frame). Spare parts available for 10 years.	Lifetime Frame Warranty, 10-year Motor Warranty, 2-Year Parts & Labour upon warranty registration within 28 days of purchase.	Proform has better long term benefits
11	Additional features	* Noise level msx at 66DB * Shock absorber elastomer pads for better cushioning * Heart rate monitor * Eco-design (recycled material used)		Added advantages mentioned for domyos

Table (1) (By Self: explained the points of difference with competition product)

(Decathlon.ie, 2022) (elverys, 2022)

5.5. Potential Product / Possible Product:

With technological advancement in today's world, one of the most important additions to Decathlon's manufacturing & innovation unit is ADDlab under additive manufacturing (P, 2021). It gives an edge for product development at a much faster rate when we talk about prototype & finished product testing & development.

The brand has been working with pollens AM technology (P, 2022) for product printing & customizing as per the variation & performance parameters required by the user. 3d printer for pollens AM technology helps in creating the prototype amazingly fast and gives a visualization and makes necessary iterations. P,M.(2022). Jimmy Gantier is the material prototyping managerial with Addlab in Decathlon. Jimmy states that the Brand future prospects cover 100% biodegradable & bio-designed material.

For Domyos Treadmill Run 100e, the company would be looking to update the product in terms of compatibility with IOS & android apps, warranty benefits, built in fans,usb ports, more preset programs, increasing the speed capacity & improvising user over-all experience. Inhouse apps compatible with the product to be enhanced in terms of customer experience to rectify the errors which the customers have been facing. (Decathlon.ie, 2022)

6. Conclusion

It can be concluded from the aforementioned discussion that Decathlon has displayed notable performance while promoting and creating brand awareness for ***Treadmill Run100E***. The company has been able to improvise their market presence within the Irish markets and ensure a sustained source of revenues. The number of people who possess home gym equipment is surging, and the majority choose to use a cardio program. We think that using the **Domyos Run100E** compact treadmill significantly reduces the hassle of exercising. We can choose to make a one-time investment that will keep its value rather well in place of a gym membership card. Then, in the convenience of our own house, we may commit all the time we require to jogging. It's a value for money and efficient treadmill, at last. Every household finds it appealing

due to the low power consumption. As a result, one can easily develop the good habit of working out frequently.

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