

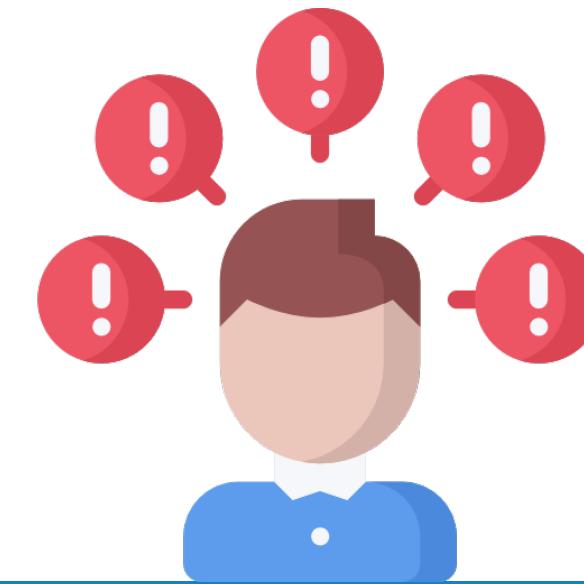
DECATHLON

Sports - Link

A Chain of Dynamic Community-Driven Sports Hubs

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Problem Statement

A prevalent issue is the inability of individuals to maintain consistent gym attendance, despite wanting to improve their fitness levels, resulting in a high 50% rate of discontinuation within the first six months.





Proposed Solution

Sports - Link

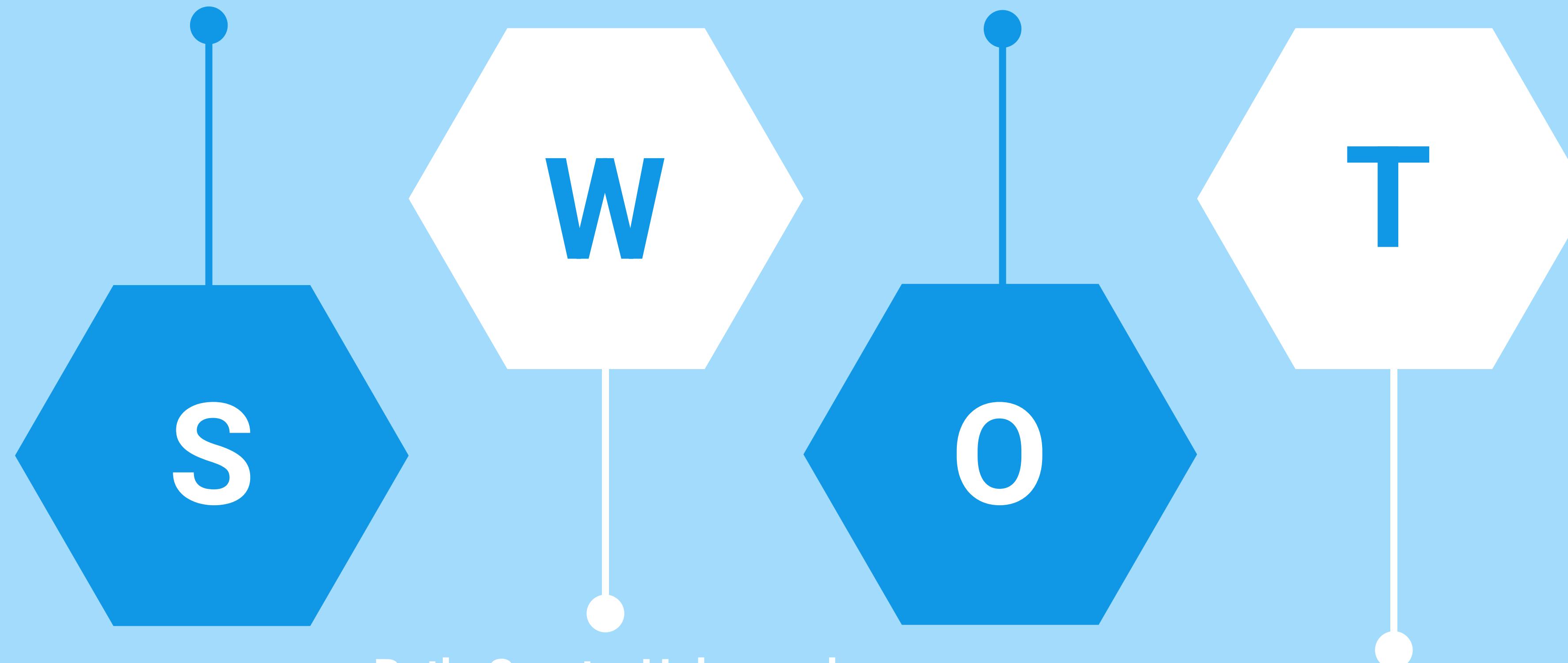
A chain of dynamic community-driven sports hubs

Individuals can easily enroll for memberships, establish connections with like-minded peers, and engage in matches together through Decathlon's mobile application.



Wide Range of Sports
Franchise Model
Affordability

Large Untapped Gap in Market
Cost Effective Model



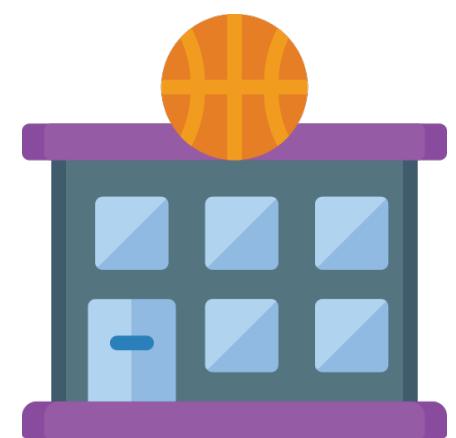
Both Sports Hubs and
Decathlon Centers in
Tier 1 and 2 Cities only

Standardization and
Quality Assurance is
of utmost importance



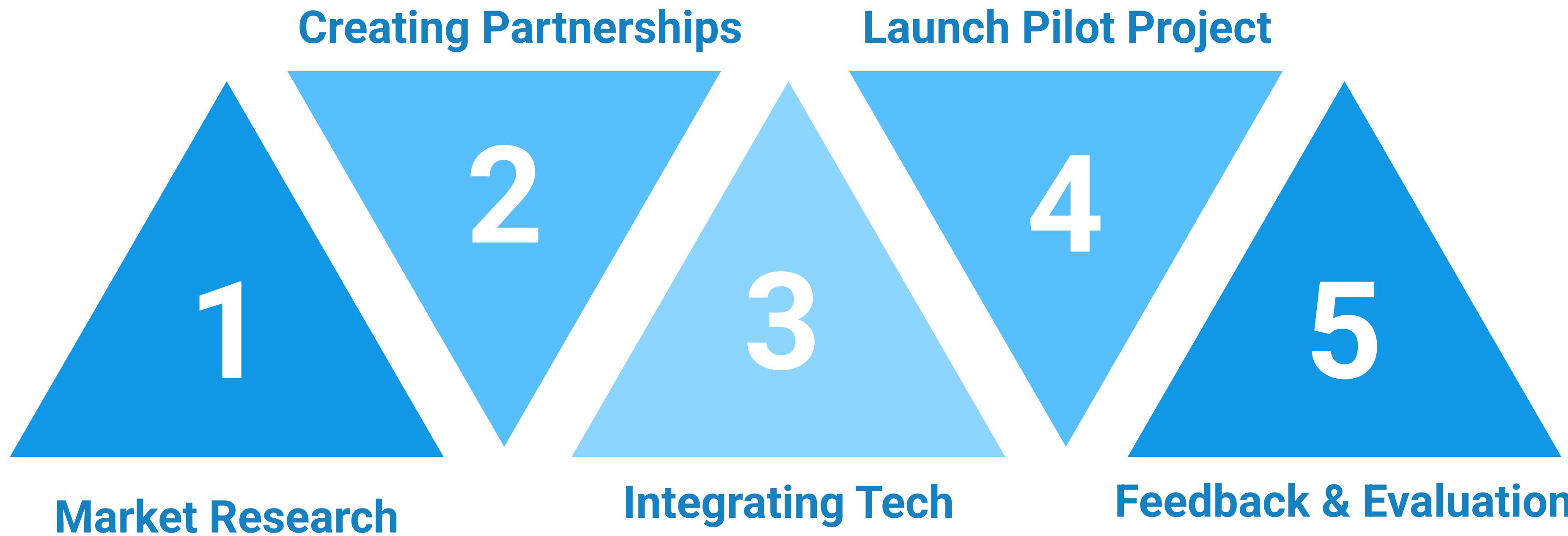
Target Customers

- 1 Young and Middle Aged Adults**
- 2 Corporates**
- 3 Sports and Fitness Enthusiasts**
- 4 Community and Sports Centers**





GTM Strategy



STEP 1

Market Research

1. Evaluating best possible area for launch
2. Analyzing the facilities available and lacking
3. Interviewing potential customers

STEP 2

Creating Partnerships

1. Creating standardization parameters to ensure quality assurance.
2. Forging a Business Model that mutually benefits both parties.
3. Negotiating and Creating Partnerships

STEP 3

Integrating Tech

1. Creating necessary features inside the website & app
2. Making arrangements for card readers and e-kiosks
3. Ensuring everything is connected and smooth before launch.

STEP 4

Launch Pilot Project

1. Marketing Campaigns pre-launch to create hype
2. Having few Decathlon Managers on-site to reduce friction

STEP 5

Feedback & Evaluation

1. Multiple feedback touchpoints - in-app, e-kiosk, managers, etc
2. Analyzing the collected data to find patterns
3. Optimizing via strategies like A/B testing .

Market Research for Partnerships

Searching for Potential Locations

Finding Potential Sports Hubs for Collaboration

Understanding their facilities and business model

These businesses are already thriving in their locations so less risk.

sports hubs near sarjapur main road X

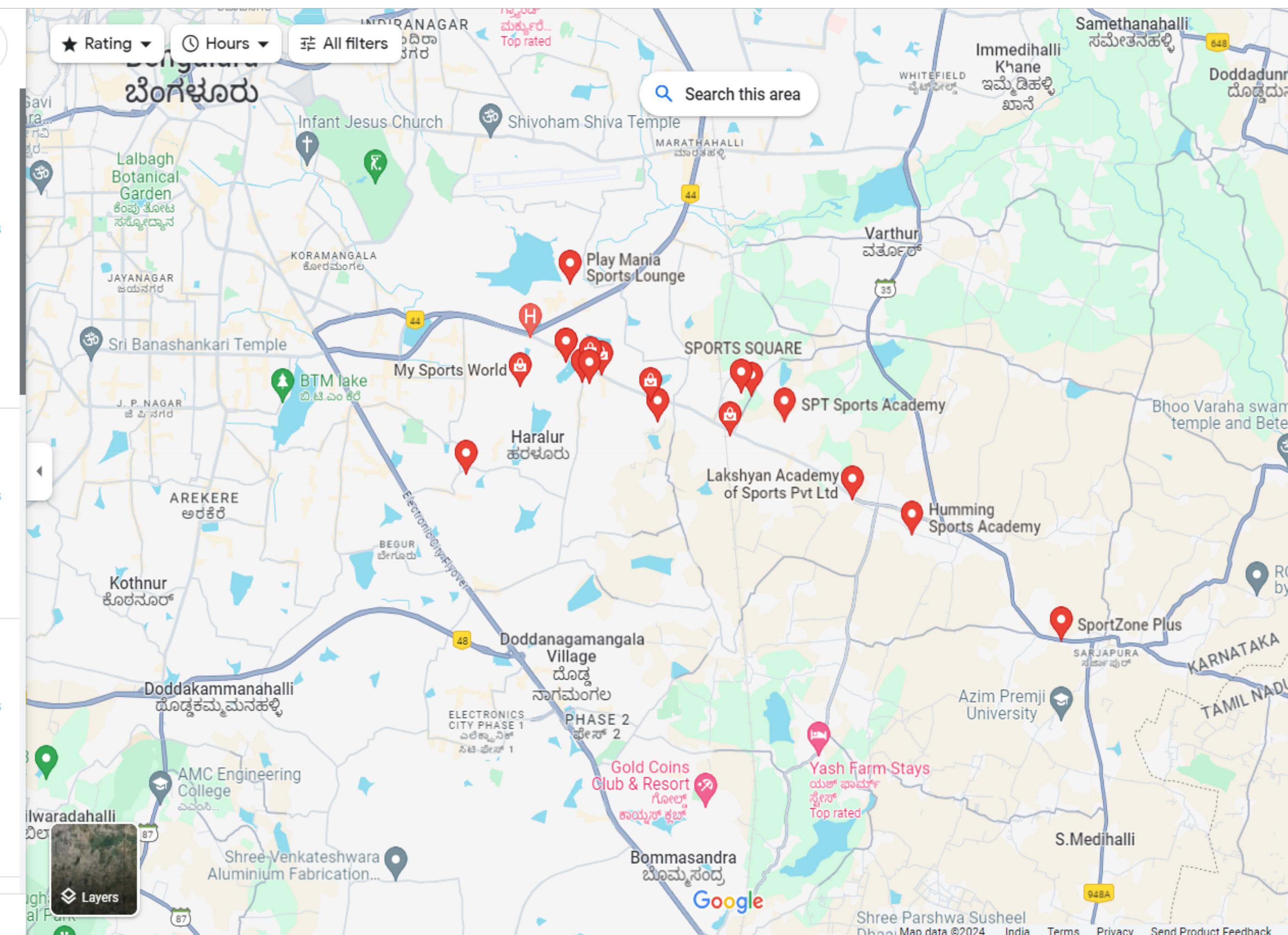
Results ⓘ

Prokick Sports Studio - Sarjapur Road
4.3 ★★★★★ (583)
Sporting goods store · 1st floor, Sarjapur - Marathahalli Rd, above Aims Preschool
Open · Closes 8:30 pm · 096323 02505
In-store shopping · Kerbside pickup · Delivery

Sporthood Turfpark - Sarjapur Road, Bengaluru
4.0 ★★★★★ (102)
Sports complex · 9, Sarjapur - Marathahalli Rd
Open · Closes 10 pm · 080 4810 3855

SPORTS SQUARE
4.1 ★★★★★ (131)
Sports club · Carmelaram, Aradhana Kunj Road, Chikkabellandur Near Carmelaram Railway Station, Sarjapur - Marathahalli Rd
Open · Closes 6:30 pm · 098864 25600

Update results when map moves

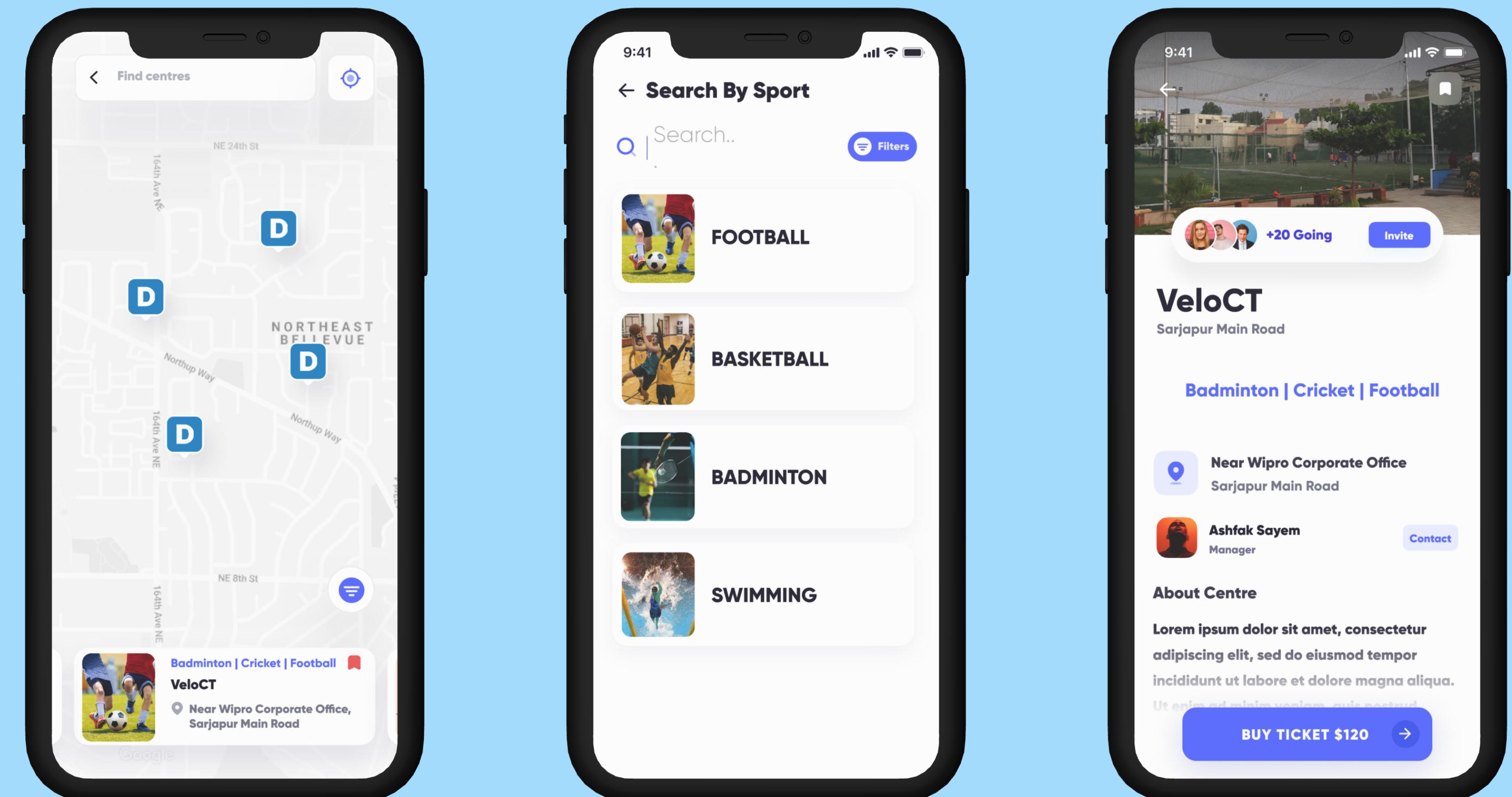


Taking a Page out of Some Start Ups To Set Up the Pilot Project



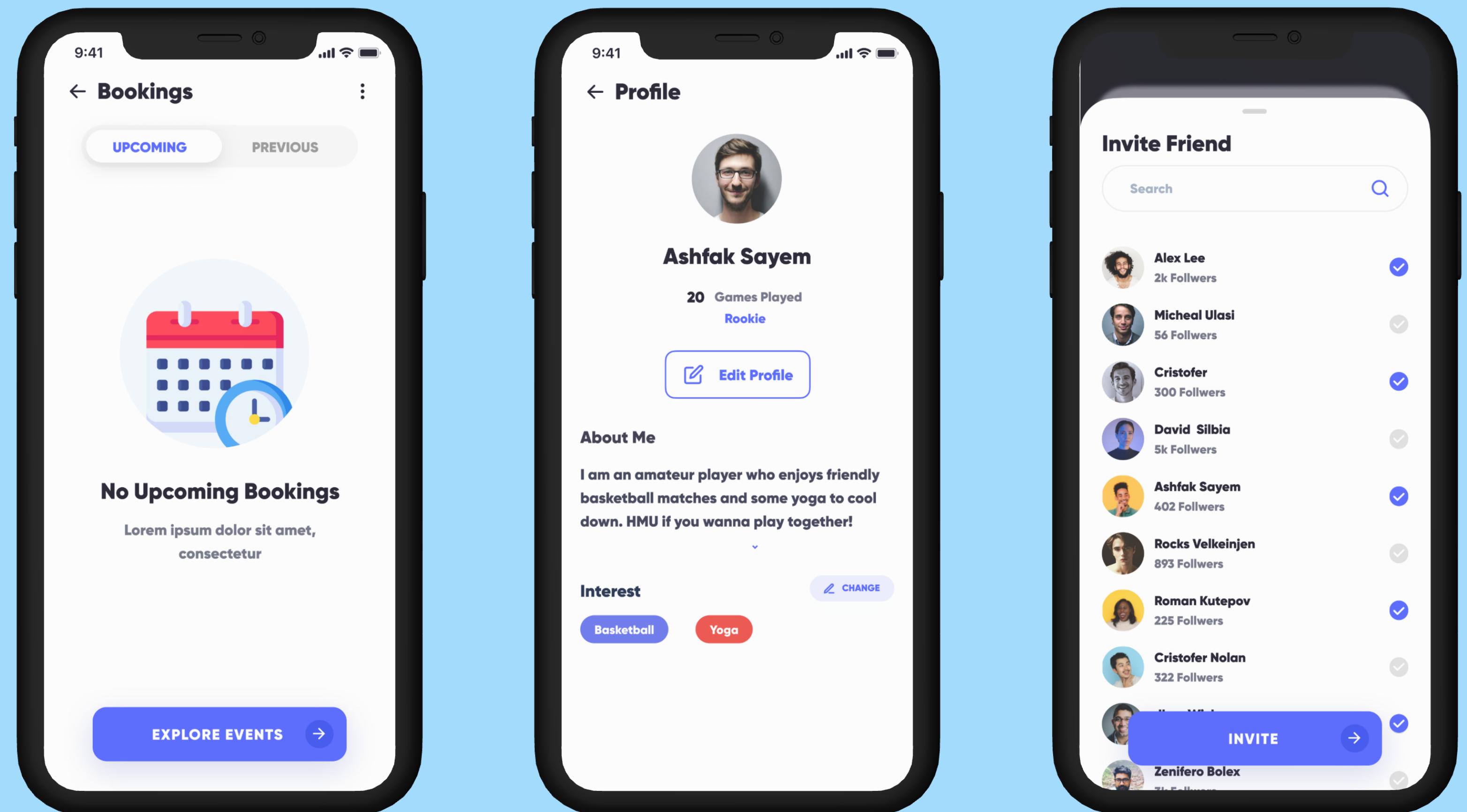
The Tech Side

Finding & Exploring Hubs



The Tech Side

Booking Slots & Finding Friends



Feasibility



Low cost of implementation as no need to construct brand new centers initially. Mobile app features too are an add on into the existing app

Low Upfront Cost



95% of those who started a weight-loss program with friends completed it, compared to a 76% completion rate for those who tackled the program alone. [View here](#)

High Customer Retention



Decathlon is a strong global brand with 104 outlets in India alone and a significant market share which will ease the customer acquisition process

Impactful Brand Value



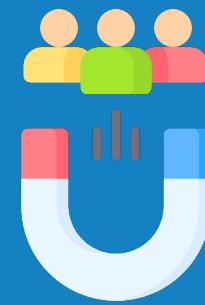
Revenue



Membership Fees



Purchase of Sports Equipment from Decathlon's Stores



Engagement



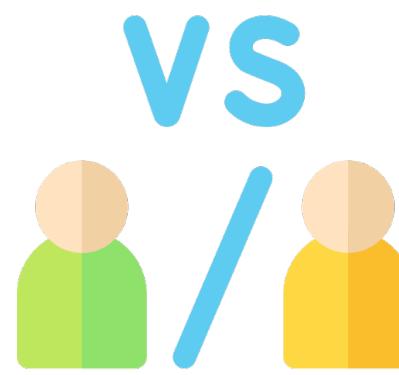
Continuity Streaks



Community Support

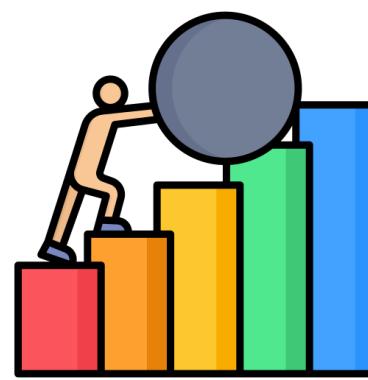


Tournaments



How this is Different from Cult.fit

	Activities	Centres	Sectors	CLV
	Boxing, HRX, S&C, Yoga and Dance	Builds new centres each time	Started out in group workouts and has extended to merchandise	Membership plans produce a larger CLV and retention rate
DECATHLON	Can offer various sports and activities	Can leverage existing sports hubs and partner with them	Started out in merchandise and can extend to sports hubs	Sports merchandise and equipment have a large life so repeat customers are slow



Possible Challenges



Existing customers might resist the changes due to the rebranding.

Convincing and negotiating with community sports centres may be a challenge

Maintaining and Keeping Quality

Impacts on Stakeholders



Decathlon

- Diversified product offerings
- Increased Customer base
- Increasing Customer Lifetime Value

Community Sports Centers

- Improved Facilities
- Brand Recognition
- More opportunities to Grow

Society

- Increased opportunities for local food outlets
- Can help people connect with others from diverse backgrounds

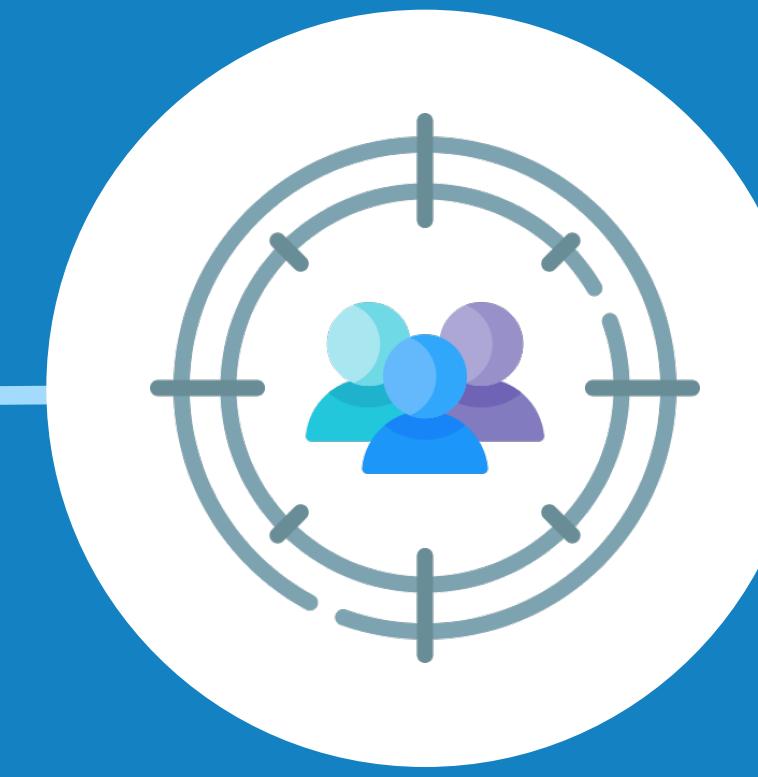
Environment

- Sustainable solution
- Reduces carbon footprint

Relevance to Decathlon



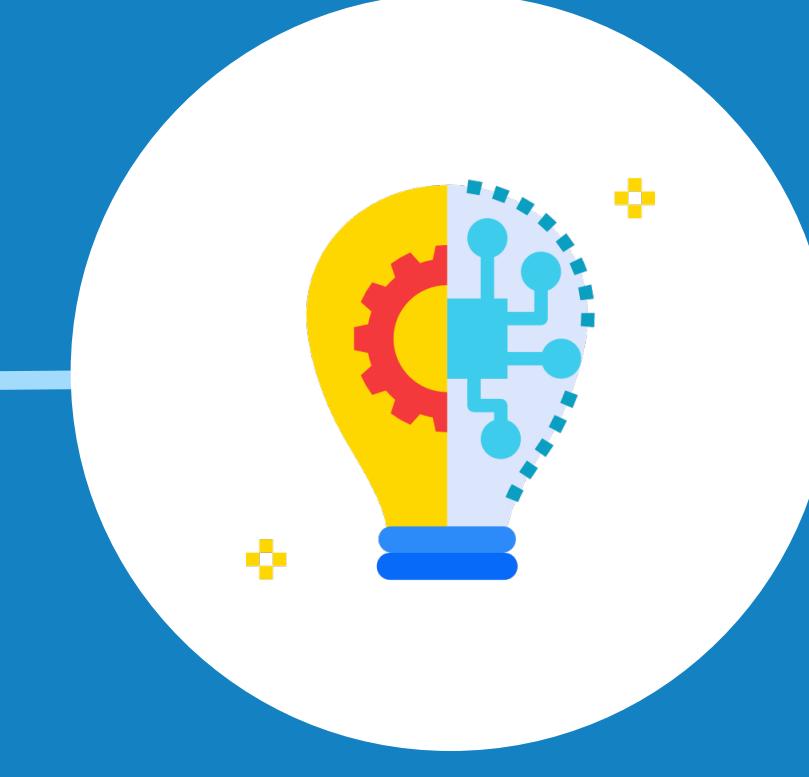
**Wide Range
of Sports**



**Customer-Centric
Approach**



Franchise Model



**Innovation and
Technology**



Affordability

Thank You!