

**DECATHLON**

# The Company history

DECATHLON (SPORTS FOR ALL / ALL FOR SPORTS) Decathlon is one of the world's largest sporting goods retailers. Decathlon started with a store in Lille, France in 1976, founded by Michel Leclercq. It started to expand abroad a decade later. Today, there are more than 1100 stores[2] in 38 countries. The company employs more than 78,000 staff[3] from 80 different nationalities. The retailer stocks a wide range of sporting goods, from tennis rackets to advanced scuba diving equipment, usually in large superstores which are sized at an average of 4,000m<sup>2</sup>.

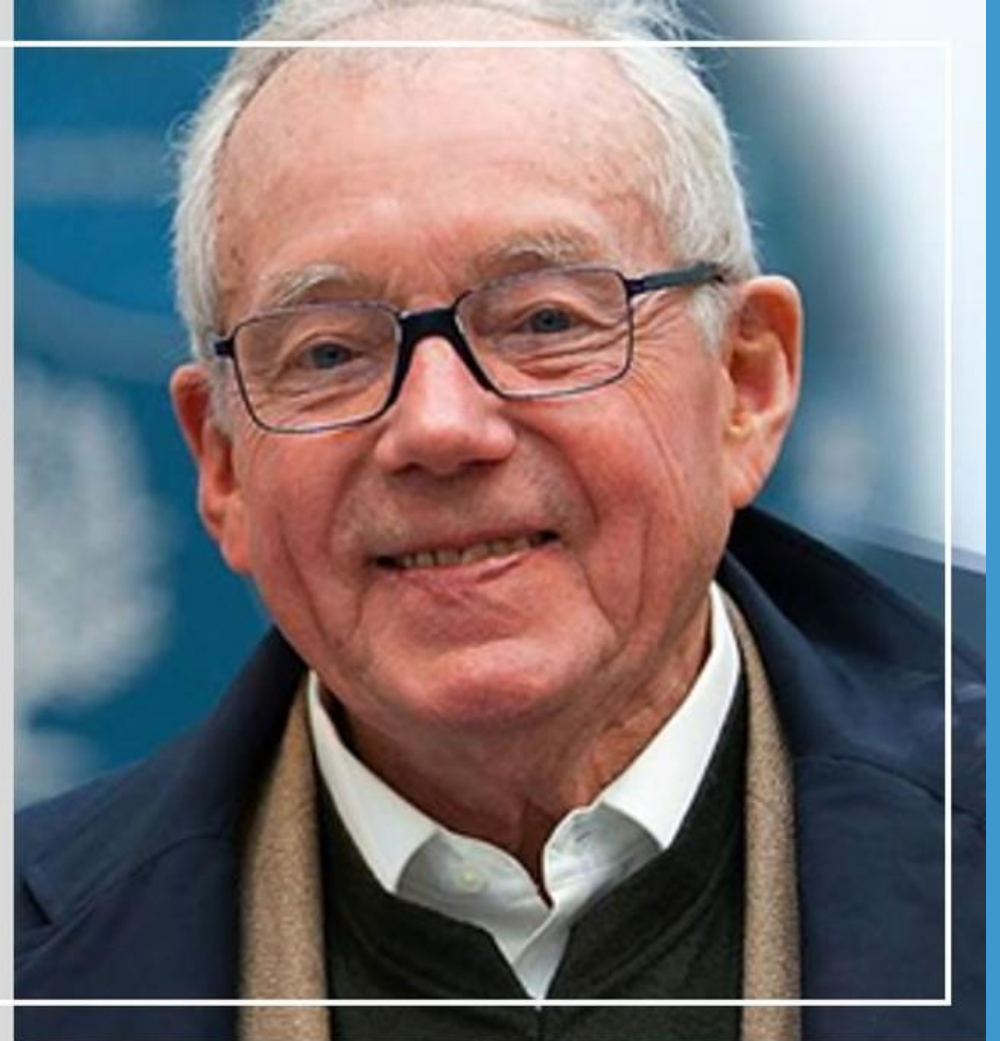
# The owner



Sports Management  
Gurus

**Michel Leclercq**

Sporting goods – founder of  
the Decathlon Group





# Product

## 1. Product line

- B'Twin - Cycling.
- Caperlan - Fishing.
- Domyos - Fitness, Gym, Dance.
- Nabaiji - Swimming.
- Tarmak - Basketball.
- Equarea - Clothing designed for the active removal of sweat.
- Essensole - Shoe soles and insoles.
- Novadry - Waterproof and breathable clothes.
- Stratermic - Warm and light clothes.
- Strenfit - Light and Robust Synthetic fabrics. (non garment)
- Supportive - Support and compression.

## 2. Product characteristics

- Sportswear primarily targets men. Decathlon's assortment has almost 60% of men's products. However, it is a segment of the fashion industry that offers the most gender parity.
- Decathlon's price strategy is a lot different than Nike and Adidas'. At Reviews, we observe that the most frequent price of a t-shirt at Decathlon is way lower than its competitors.

# Service

- Free shipping on purchases totaling \$35.
- Easy 365 days return.
- Free click & collect.
- Gift Cards.

## MEMBERSHIP

- Free product testing.
- Free access to our sports community.
- Quality & Safety guaranteed.



## **Target Marketing**

Middle class and upper middle class



# **Marketing**

## **Decathlon Marketing Strategy & Marketing Mix (4Ps)**

- **Decathlon Product Strategy**
- **Decathlon Price/Pricing Strategy**
- **Decathlon Place & Distribution Strategy**
- **Decathlon Promotion & Advertising Strategy**

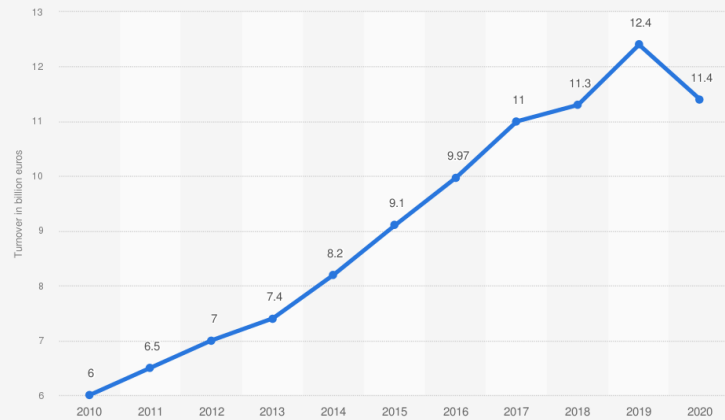
## OUR BUSINESS MODEL

Decathlon has a unique business model .they design, test, manufacture, and retail their own brands.

# Marketing

## Sales figures

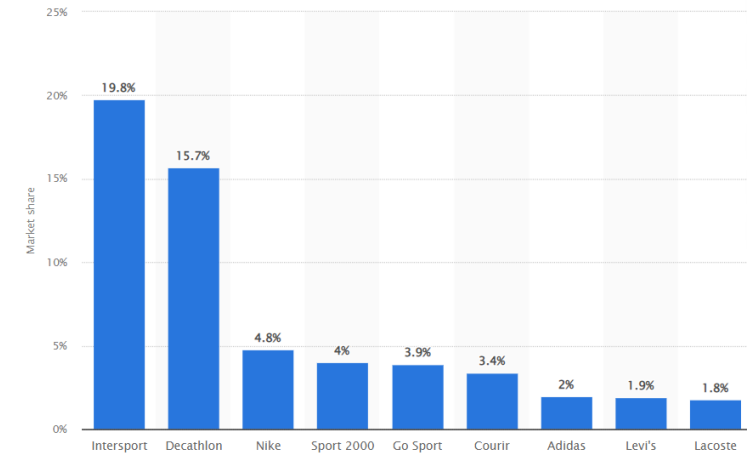
Revenues of the French company Decathlon between 2010 and 2020 (in billion euros)



Source  
Decathlon  
© Statista 2022

Additional Information:  
Worldwide, France; 2010 to 2020

Distribution of sports and sportswear retailers in France in 2020 by market share



[Additional Information](#)

© Statista 2022  
[Show source](#)

# Competition



1976 - 1980s

1980s - 1990s

The image shows the word 'DECATHLON' in a bold, white, sans-serif font, centered within a solid blue rectangular box.

**DECATHLON**

1990s - now



benchmark



# S W O T

## **Decathlon Strengths**

1. Stores located throughout the world
2. Group is largest sporting goods reseller in domestic market
3. Large variety of sports goods in affordable pricing for all classes of consumers
4. Own private label brands to get high brand recall
5. Strong and innovative marketing since years have created a strong brand retention in the minds of customers

## **Decathlon Weaknesses**

1. Limited global presence as compared to leading global companies
2. E- retailing is gaining importance but still company has limited presence on the same

### **Decathlon Opportunities**

1. Brand building by tie-up with emerging clubs/teams/players



2. Company has opportunity to innovate on technology front to design new products
3. Creating high brand awareness by exploring advertising media tactically

### **Decathlon Threats**

1. High inflation doesn't give opportunity of cost advantage in competitive environment
2. High competition from global and domestic players
3. Threats from other brands who provide goods at lower price
4. In Thailand, there is a lot of product claims. because his product is easy to claim



An aerial view of a building with a flat roof covered in solar panels. A green wall runs along the side of the building. People are walking on the sidewalk, and there are trees and parked cars in the foreground.

# R and D / Innovation

- SportsLabs' Decathlon





**The  
outcome  
of  
research**



**Btwin Folding Bike**



**Seconds Pop Up Tent**



**Scooter Child Carrier**



**Kiprun LD Running Shoes**



# Crisis / Risk Management

- Decathlon have a resource crisis because Decathlon has a fair claim to consumers. If the broken item is caused by production. So, when you want to claim a product, Decathlon will immediately exchange the product for the customer without the need for the customer to wait for the product. Products that have been claimed will be destroyed as soon as possible, Even if the damage is little.

**Babyfresh Oum**  
11 กันยายน 2020 · 🌐

แชร์ประสบการณ์การเคลมเต็นท์ Base M > Family 4.1 > Family 4.1 f&b > Base M

วันที่ 6 เอา Base M ซื้อมือ 09/2019 ทางไปน่าจะเกิน 30 ครั้ง ทางแล้วฝนตก มีน้ำซึมผ่านผนังเข้ามา เลยลองเอาไปเคลม เค้าเคลมเปลี่ยนตัวใหม่ให้ เลยเพิ่มเงินเอา 4.1 กลับบ้าน กลับบ้านมาเปิดรีวิวของ bbc ดู มันมี 4.1 f&b ด้วย เจอป้ายยาไปเต็มๆ

วันที่ 7 ตอนสายๆ เอา 4.1 ไปคืน ละเพิ่มเงินเอา 4.1 f&b กลับบ้าน ถึงบ้านเก็บของเตรียมตัวไปลองเต็นท์ที่ดอยอินทนนท์ ถึงอินทนนท์บายๆ ปุ่กราวซัฟ 4x3 และ 2.5x2 ถึงจะรองรับความใน... ดูเพิ่มเติม



👍👎 215

ความเห็น 59 รายการ

👍 ถูกใจ

💬 แสดงความคิดเห็น

# Our Stores & Workplaces



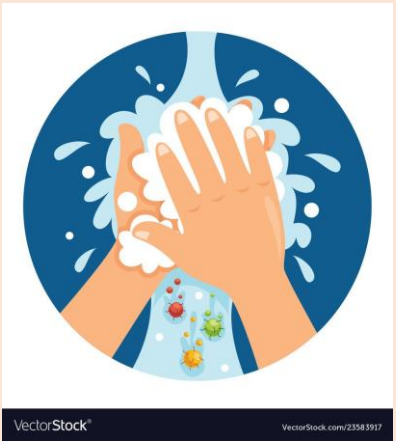
2 you can pay with your phone or smartwatch. We also have robots that help with our shelf inventory, minimizing contact with our products.

3 to change new time working

4 our Potrero & Emeryville stores remain open under normal business hours, and our e-commerce shop is open at Decathlon.com.

## Our Teammates

1 measures protecting the health and safety of our employees



2 We have cancelled all non-essential business travel and large group meetings related to our business.

THANK YOU