



OUR TEAM



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ABOUT THE COMPANY



MISSION

Making sport accessible to all

We are all delighted sportspeople who have turned our passion into our job, which is "to sustainably make the pleasure and benefits of sport accessible to the many".



VISION

- VITALITY
- RESPONSIBILITY
- AUTHENTICITY
- GENEROSITY

To be a well-respected technology company focused on delivering best in class innovative solutions to its customers and partners.



METHODOLOGY

INTERVIEW

MESSAGES

MAILS

WEBSITE



ATTESTATION

Surya mani Rawat

(MARKETING HEAD)



WE HAVE COMPREHENSIVE MARKETING STRATEGY WHERE WE FOCUS ON CUSTOMER EXPERIENCE AS WELL AS OUR DIVERSE OFFERINGS TO ACQUIRE AND RETAIN CUSTOMER

Deepanshu

(EMPLOYEE)

DECATHLON IS QUITE FAMOUS IN DELHI REGION, NOW WE ARE TRYING TO FOCUS ON OUR E-BUSINESS SIDE TO PENETRATE THE COUNTRY SIDE;

Vanshika

(MARKETING AND HR HEAD)



SO FAR WE HAVE BEEN LIMITED TO 'BTL' MARKETING BUT INORDER TO INCREASE OUR OUTREACH WE ARE CONSIDERING TRADITIONAL AND 'ATL' MARKETING.



OUR QUESTIONS

KPI for Digital orders

Out of range products

Click and collect option

Returns and exchanges

Biggest challenges

User experience



OUR FINDINGS



Surya mani Rawat



KPI for Digital orders involves every dimension including TO growth, number of orders growth, Highest TO. There are competitions among stores in city level/ country level. I am the Digital referent of our store, and my store is the only store of Delhi NCR among top 8 Country level TO growth, no. of orders.

Returns and exchanges: We offer full return of amount within 30 days period, User can return or exchange on app and refund has both decathlon wallet option and bank refund option as well, we also offer the flexibility to users to return the product in store as well as online for products purchased via app, but exchange on app related products can be made in the online mode only.

2. We usually pitch 'out of range' products Online, 'out of range' means the products which is made for professional, or you can say expensive. Every store has a range according to type of location and walk ins. for example we don't sell Kayaks in Delhi stores, but it is available in stores of South India.

Biggest challenges: Less Trust among non-users of Decathlon. They dont trust the Delivery process of Decathlon, unless and until a Decathlon OSL communicates with them, limited outreach to tier 2 and tier 3 cities particularly in the Indian context. Additionally, the app crashes sometimes and sadly more needs to be done to improve the interface. Due to data privacy concerns TRAI sometimes blocks the verification OTPs of our App when the user is creating an account frustrating both the company and the user. Also, the app has payment issues in the ios version of the application.

FINDINGS

Store enthusiast - executive
mostly sport enthusiast

3 INSTRUCTIONS

- 1. NEVER SELL TO THE CUSTOMERS**
- 2. ALWAYS EDUCATE THE CUSTOMERS**
- 3. ALWAYS ALLOW THE CUSTOMER TO FREELY USE THE PRODUCT WITHOUT DISTURBING THEM**

PARTICULARS	NO. OF RESPONDENTS
DESTINATION PURCHASE	47
WALK BY PURCHASE	28
TOTAL	75

Interpretation

From the above pie diagram 63% of the users i.e 47 people out of 75 come to store for the destination purchase where as 37% of the user i.e 28 people out of 75 come to store as a walk by purchase

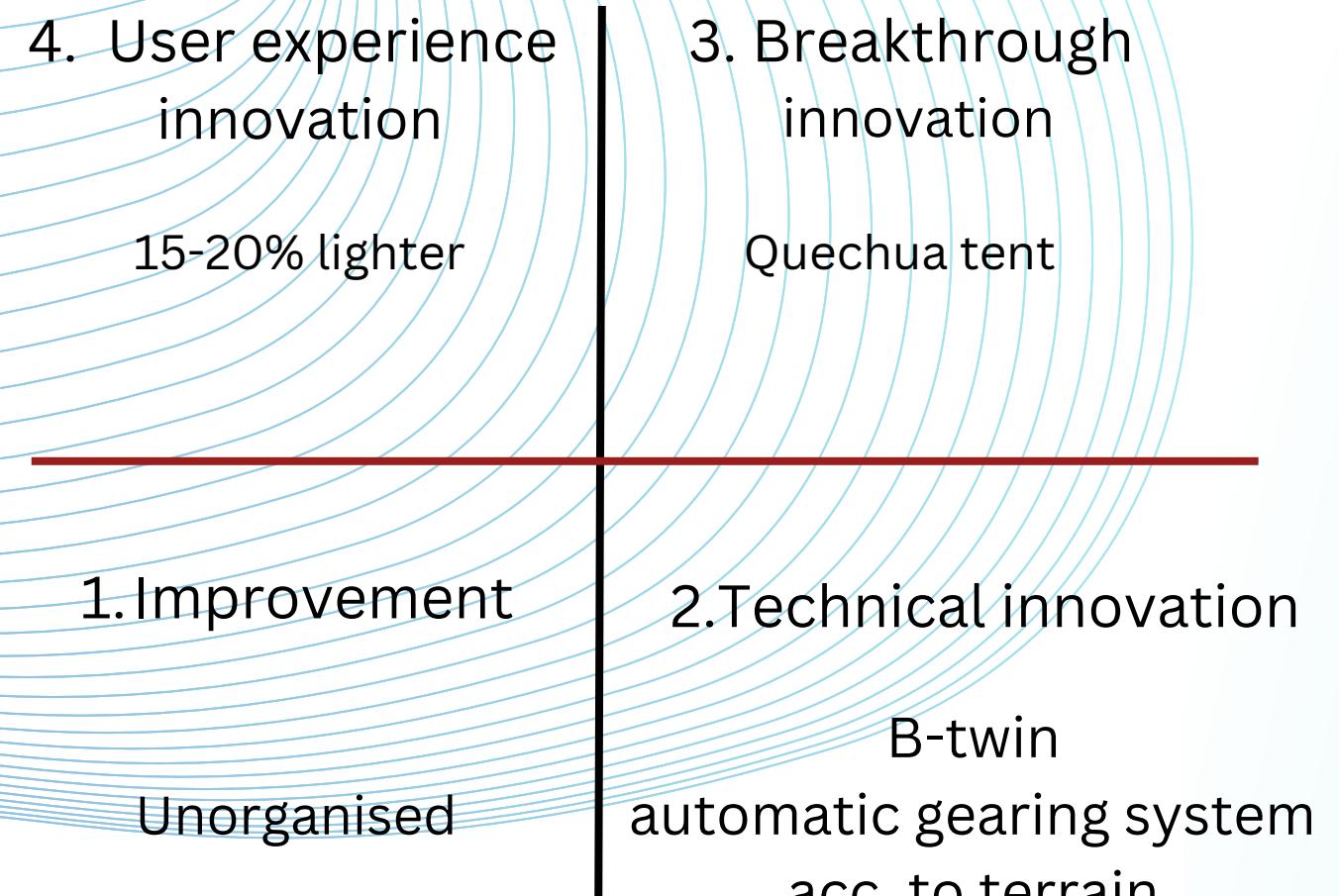
Consumers Willing to Pay More for Products They Touch

7-Jan-2009 2:00 PM EST, by Ohio State University



The results showed that people who held the item for 30 seconds bid significantly higher than people who touched the mug for 10 seconds. The average bid in the open auctions was \$2.44 for people who touched the mug for 10 seconds and \$3.91 for those in the 30 second experiments. This finding was also consistent for those in silent auctions, with people in the 10 and 30 second experiments bidding \$2.24 and \$3.07, respectively.

Innovation Quadrant



Marketing Strategies

- Impulse buying
- Cheapest product at entrance
- Reasonable price
- 30-40% cheaper
- no brand endorsement
- no aggressive marketing
- Spend time
- No forces sales
- Ohio Research--leads to Endowment effect

SWOT ANALYSIS OF DECATHLON

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- NEARLY HALF A DECADE OLD COMPANY
- STRONG BRAND IMAGE
- EXTREMELY DIVERSE OFFERINGS
- MORE THAN 20 INHOUSE BRAND
- TRY AND BUY.
- PRESENCE ONLY IN 69 COUNTRIES
- INHOUSE R&D.
- QUALITY PRODUCTS
- VALUE FOR MONEY
- PRODUCT SATISFACTION

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- PRESENCE ONLY IN TIER-1 CITIES.
- ITS ONLINE APP IS SLOW AND MANY A TIMES UNRESPONSIVE
- LONG DELIVERY PERIODS IN TIER 3 CITIES AND RURAL AREAS
- INADEQUATE MARKETING : BRAND UNKNOWN TO PLACES WHERE RETAIL STORES ARE NOT PRESENT
- OFFERINGS CAN CONFUSE CUSTOMERS

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- IT CAN PROMOTE ITSELF MORE IN TIER 3 CITIES AND RURAL AREAS
- MORE EMPHASIS CAN BE LAID ON THE APP TO TAP THE MARKETS THAT LAYS OPEN BEYOND THE REACH OF RETAIL OUTLETS
- CAN USE 'ATL' MARKETING TO TAP THE UNTouched MARKETS

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- LOCAL SIMILAR SPORTS RETAIL MANUFACTURERS, LIKE AZAD MARKET IN DELHI.
- COMPANIES LIKE COLOUMBIA ARE TRYING TO TAP THE CLOTHING AND SHOES SEGMENT DOMINATED BY DECATHLON.
- THERE IS THREAT OF NEW ENTRANTS AS IN THE LONG RUN

PESTLE FACTORS

Political

Economic

Social

Technological

Legal

Environmental





SUSTAINANCE OF COMPANY

Digital Innovation

Sustainable Product Development

Customer Engagement & Retention

Localized Marketing

Long- Term Product Sustainability



CULTURAL AND MARKETING INITIATIVE

Sponsorship

Events

Social Media Marketing

Give aways and discounts

CSR



THE BIGGEST DECATHLON EVENT

12th January 2020

Necklace Road, Hyderabad

DECATHLON
RUN
FOR FITNESS
Run A Mile Bring A Smile



2KM
5KM
10KM

Start and finish T-19 - Towers Decathlon Secunderabad

CONCLUSION

REFERENCES

- > www.decathlon.in
- >www.wikipedia.com
- >www.indiatoday.in
- ><https://thethinkschool.com/>



THANK YOU

-DR. PADMA