

The next store location for Decathlon in Delhi

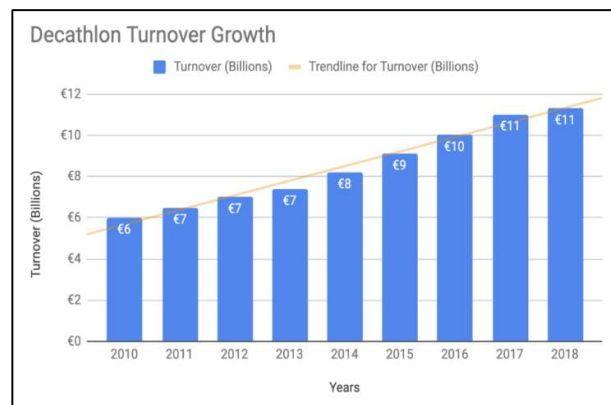
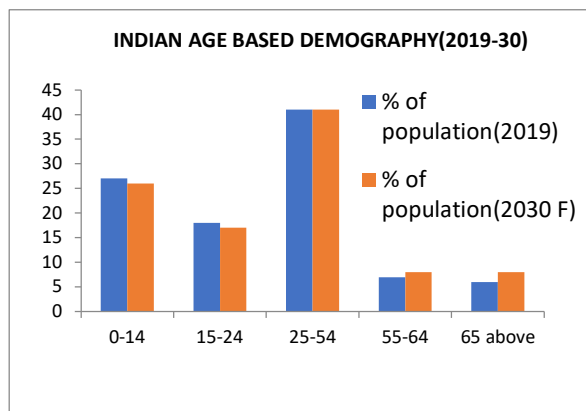
Introduction

Decathlon is a French sporting goods retailer. With over 1,500 stores in 57 countries, it is the largest sporting goods retailer in the world. Its holding company was formerly known as Oxyane. In 2017, the company posted a total revenue of US \$ 12.8 billion.

Decathlon has been rapidly expanding in many countries. At present, Decathlon has opened around 50 stores across India, with about 4 stores in Delhi itself. As per a news article published in 2014, Decathlon has an ambition of opening 100 stores in India. Decathlon has also invested significantly on online sale of its products.

India has a burgeoning middle class and it is infact growing at a rapid pace. India's middle and upper class in Tier 1 cities is estimated to be around 57% and is estimated to increase to about 85% in 2030. Aspirational brands like Decathlon sees a great opportunity in this market.

| INDIAN HOUSEHOLD INCOME DEMOGRAPHICS (Tier 1 city) | | | |
|--|------------------------|-----------------|-----------------|
| | 2019 | | 2030* |
| Category | Household income/month | % of population | % of population |
| Low Poverty Level | <90\$ | 43 | 15 |
| Poor | < 250\$ | | |
| Lower middle class | <1200\$ | 54 | 78 |
| Upper middle class | < 3000\$ | | |
| Affluent class | >3000\$ | 3 | 7 |
| Very Rich | >12,000 | | |



Business Statement

Decathlon has four stores in Delhi presently. The plan is to open a fifth store but a decision needs to be taken where the location should be. The location of the new store needs to be a already popular destination where -people visit in large number. It can be selected based on availability of public destinations like shopping malls, restaurants etc. So here are the broad criteria for selection of the place-

1. The location should be a popular one
2. It should be far from the existing Decathlon store
3. There should be plenty of infrastructure around