



Decathlon Taiwan

Camping & Hiking Sales Associate Project Summary

January 2023 – August 2023

Hazel Lin

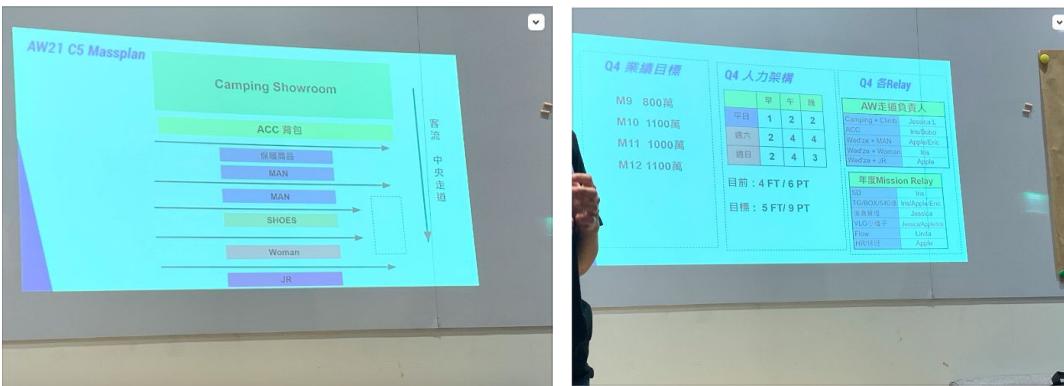


- A global sporting goods retailer offering a wide range of sports equipment and apparel, known for **affordable**, **high-quality products** and **promoting an active lifestyle**.
- *Mission:* To make sports accessible to everyone through innovative, user-friendly, and **cost-effective products**.
- In Taiwan, Decathlon has a hot selling section in Camping & hiking during the pandemic which holds over 45% revenue in sum.



Job Responsibilities:

- Inventory Management:** Maintained accurate and efficient stock handling, optimizing levels and reducing discrepancies.
- Market Research & Promotions:** Conducted market research to understand customer needs and developed promotional strategies to boost Decathlon's visibility during Covid-19.
- Customer Engagement:** Provided product insights and promoted membership sign-ups to enhance the in-store experience.
- Team Leadership:** Led team sessions on sales goals and seasonal products, with training on materials like cotton, Merino wool, and polyester.



2021 AW 目標

52% 的Model將在2021年秋冬季首推

19% 的 supermodels 對比2020年秋冬季將更優化，會有更多熱賣商品的顏色選擇

8% 的TO增長

20% 的Margin增長

Result:

- Improved inventory accuracy and streamlined stock management.
- Increased brand visibility and customer foot traffic.
- Enhanced customer engagement, boosting satisfaction and membership sign-ups.

Insights:

- **Data-Driven Decisions:** Using sales and inventory data enhances store performance.
- **Customer-Centric Promotions:** Targeted campaigns build engagement and loyalty.
- **Team Collaboration:** A cohesive, well-trained team drives customer service and sales success.

