

Decathlon

PROJECT SUMMARY

Project Title:

Decathlon (Quechua) , University Consulting Project (Feb – Jun 2025)

Context:

Academic collaboration between the European Master in Business Studies (EMBS) and Decathlon, focused on market research for the Quechua outdoor brand.

The project involved analysing consumer preferences across four European markets: France, Italy, Germany, and Spain.

Objectives:

- Identify consumer preferences and expectations for selected Quechua product models.
- Compare purchasing behaviours across different national markets.
- Provide actionable insights for product positioning and marketing strategy.

Methodology & Tasks:

- Designed and distributed online questionnaires using Sphinx software.
- Collected and analysed survey responses to identify market trends and cross-country differences.
- Conducted comparative analysis of demographic and behavioural data.
- Presented results and strategic recommendations at Decathlon headquarters.

Key Results:

- Delivered a comprehensive report on cross-market consumer preferences.
- Highlighted opportunities for product differentiation and communication strategy optimization.
- Strengthened collaboration between EMBS students and Decathlon managers.

Skills Developed:

Survey design • Data interpretation • Comparative market analysis • Presentation and teamwork