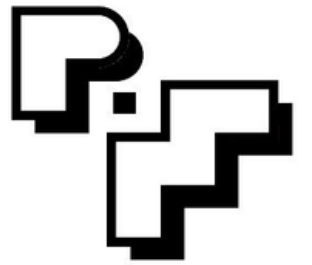# PM School Live Challenge
Launching Rentals on Decathlon

- By Bharat Sethia

• About Decathlon India

Decathlon is a well-known French sporting goods retailer that has been operating in India since **2009.**

- **Number of stores**: Decathlon currently has 85 stores across India, with a presence in over 50 cities.
- **Product range**: Decathlon offers a wide range of sporting goods and equipment across various sports categories, including football, cricket, tennis, cycling, hiking, running, swimming, and many more.
- **Affordable pricing**: One of the key features of Decathlon's business model is to make sports accessible to everyone.
- **Online presence**: Decathlon has a strong online presence in India, with a user-friendly website and a mobile app. Customers can easily browse and purchase products online, with the option of home delivery or click-and-collect.
- **Community building**: Decathlon strongly emphasises community building and encourages customers to participate in sports events and activities. They also offer free sports classes and workshops open to all.

• Problem Statement

- There is a huge uptick in sports gear being rented out by users through platforms like Rentomojo and Furlenco, and new user behaviour has emerged.

- Users want to rent out to try the sports equipment before committing to buy it. This new behaviour makes it even more difficult to attract users and make them buy your sports and gym equipment.

- **Goal: To come up with detailed features and website revamp for Decathlon India to venture into renting out sports equipment with reasonable subscriptions to compete with renting companies.**

• Competitors

Persona 1: Fitness Enthusiast

- **Demographics**
- Age: 20–40 years old
- Gender: Male or Female
- Education: College or University graduate
- Income: Middle class
- **Goals**
- Wants to maintain a healthy lifestyle
- Aims to get fit and build muscle
- Enjoys trying new forms of exercise
- **Pain Points**
- Difficulty finding affordable and high-quality gym equipment
- Inconvenient gym locations
- Limited access to fitness trainers
- **Behaviours**
- Often researches gym equipment and workout routines online
- Willing to pay for high-quality fitness equipment and services
- Prefers to workout alone or with a small group of friends

Persona 2: Gym Owner

- **Demographics**
- Age: 25–60 years old
- Gender: Male or Female
- Education: College or University graduate
- Income: Middle to upper class
- **Goals**
- Wants to provide their customers with a high-quality gym experience
- Aims to increase their gym's revenue
- Aims to expand their gym's customer base
- **Pain Points**
- Difficulty finding the right mix of equipment for their gym
- High cost of gym equipment maintenance and repairs
- Limited marketing budget
- **Behaviours**
- Regularly attends gym equipment expos and trade shows
- Willing to invest in high-quality equipment for their gym
- Actively seeks out new marketing and promotional opportunities

Persona 3: Sports Team Manager

- **Demographics**
- Age: 30–50 years old
- Gender: Male or Female
- Education: College or University graduate
- Income: Middle to upper class
- **Goals**
- Wants to provide their sports team with the best equipment
- Aims to improve the team's performance
- Aims to grow their team's fanbase
- **Pain Points**
- Difficulty finding reliable and affordable equipment suppliers
- Limited budget for equipment purchases
- Lack of storage space for equipment
- **Behaviours**
- Regularly attends sports events and conferences
- Willing to invest in high-quality equipment for their team
- Prefers to work with suppliers who offer personalized service and support

Equipment Rental Section

- Introduction of a new section on the home screen for equipment rental with display categories such as gym machines, sports equipment & accessories.
- Rental pricing and duration options.
- Clear information about pickup & dropoff locations.
- Delivery and Installation instructions.
- In addition to the section, each product display page can have the additional option of "Available for rental".
- Structured subscription plans with 3,6 & 12 months duration with discounts for longer rental options.
- Introductory offer of 30 days trial on highest selling equipment with free pick up and drop off.
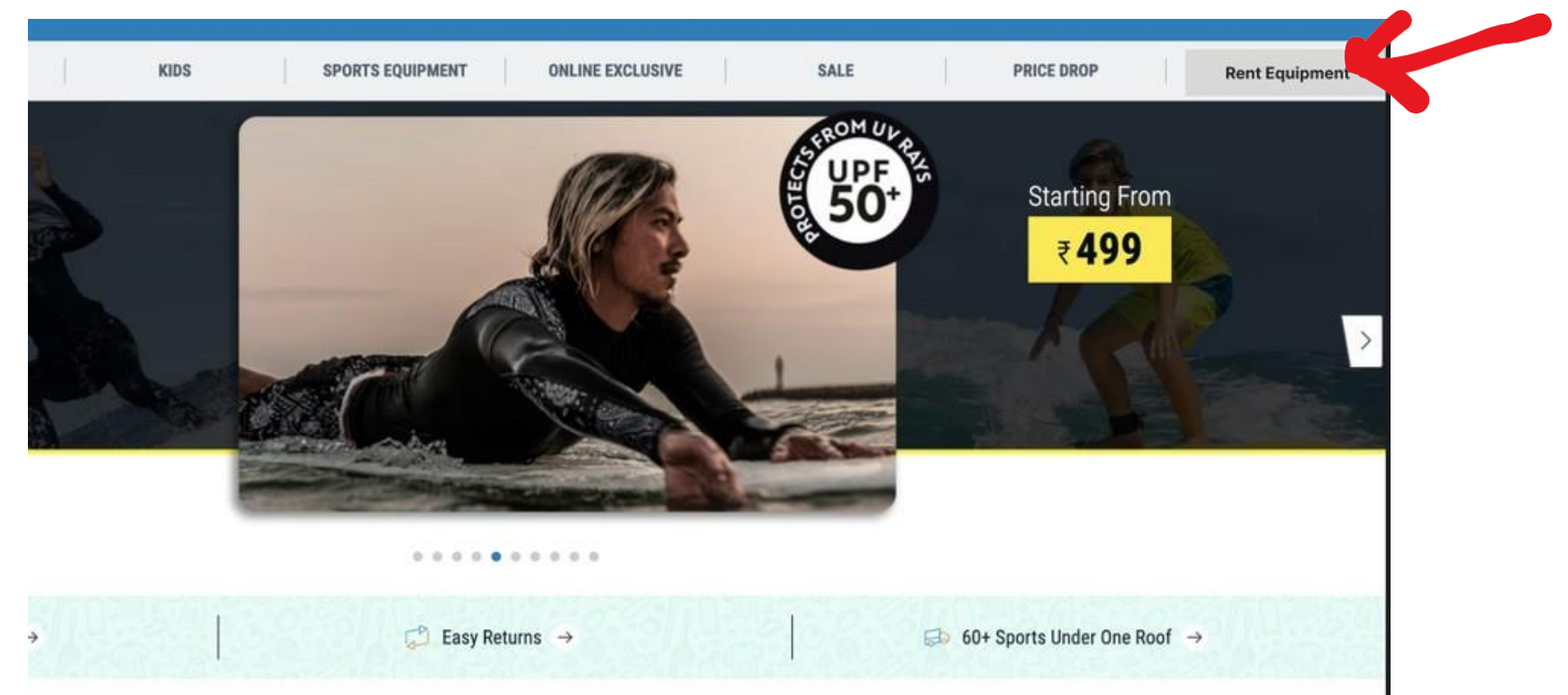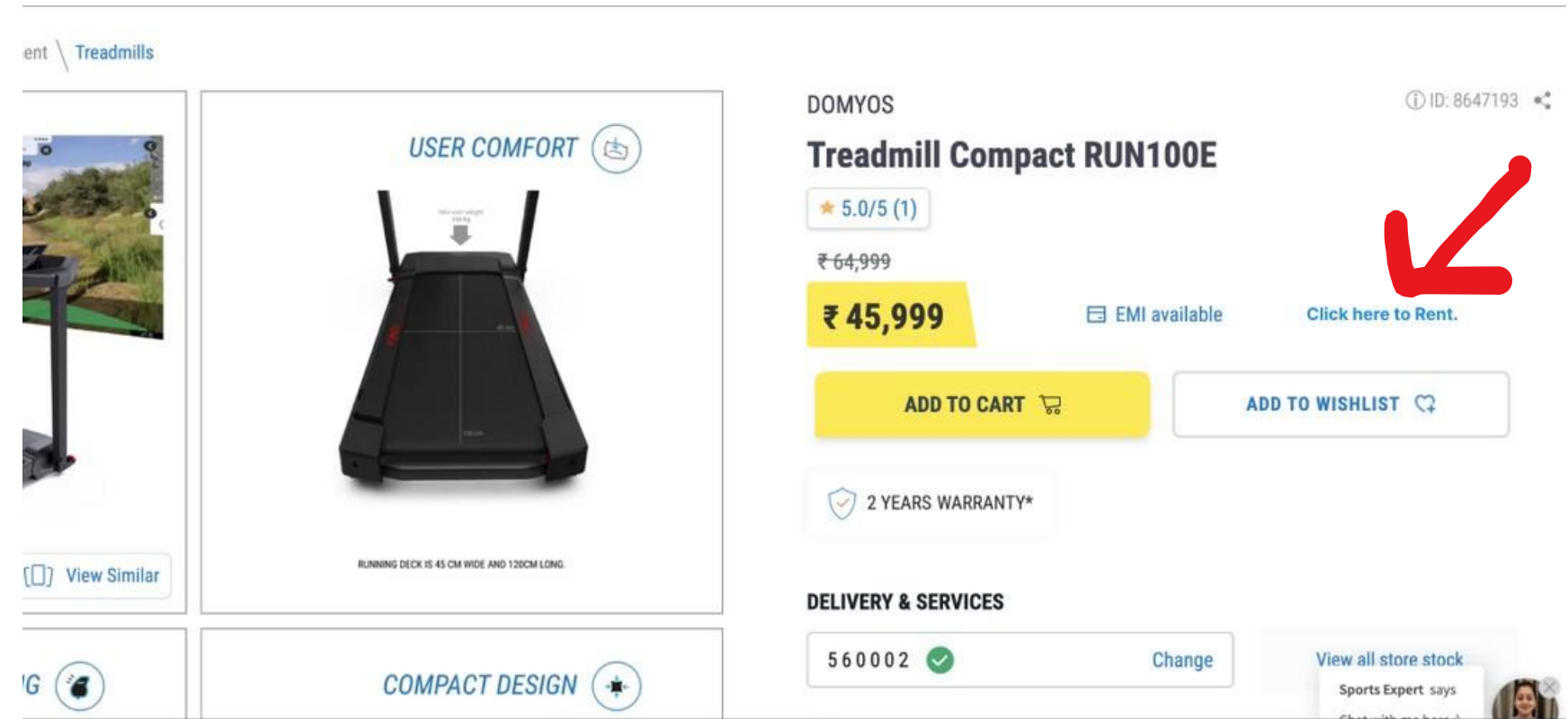
Rental tracking & modification section
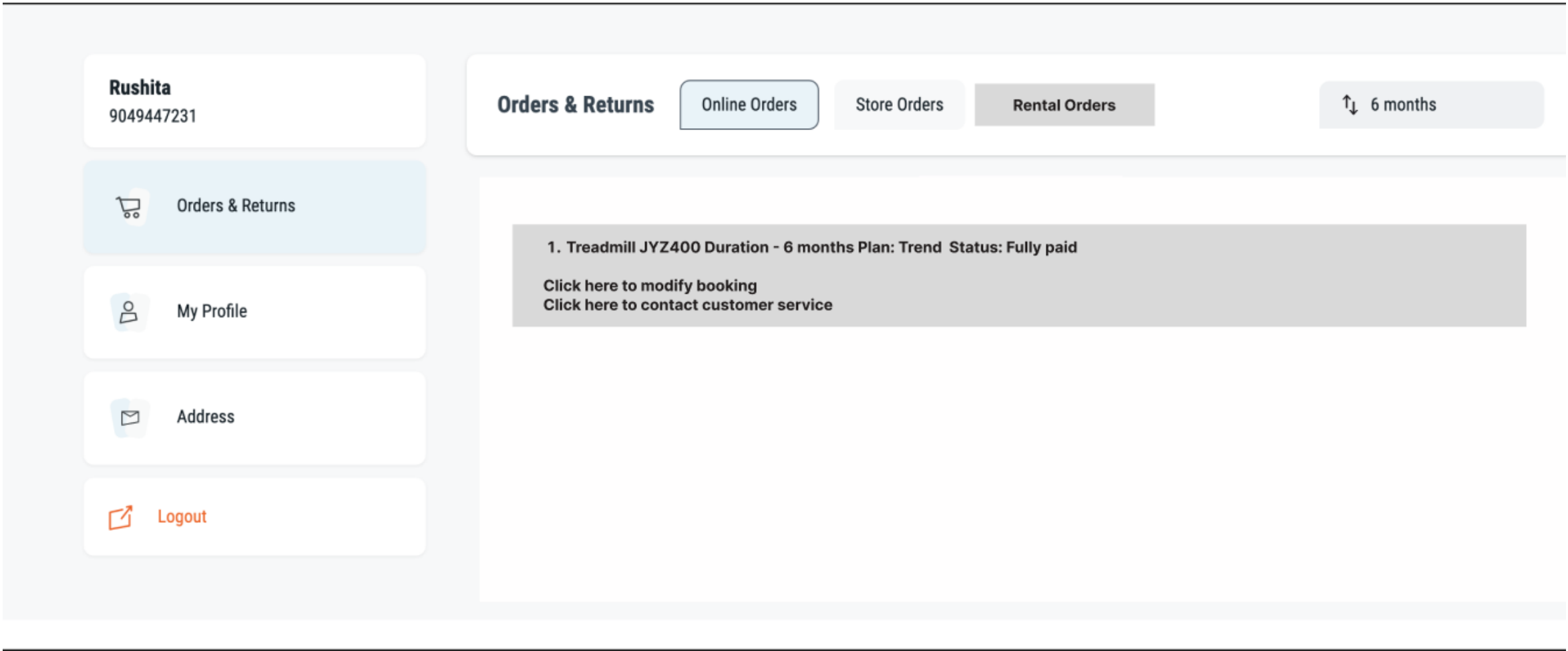
- Display each customer's rental history, including past and current rentals.
- Provide notifications and reminders for upcoming rental pickups and drop-offs.
- Allow customers to modify their rental terms, such as extending the rental period or changing the pickup/drop-off location.
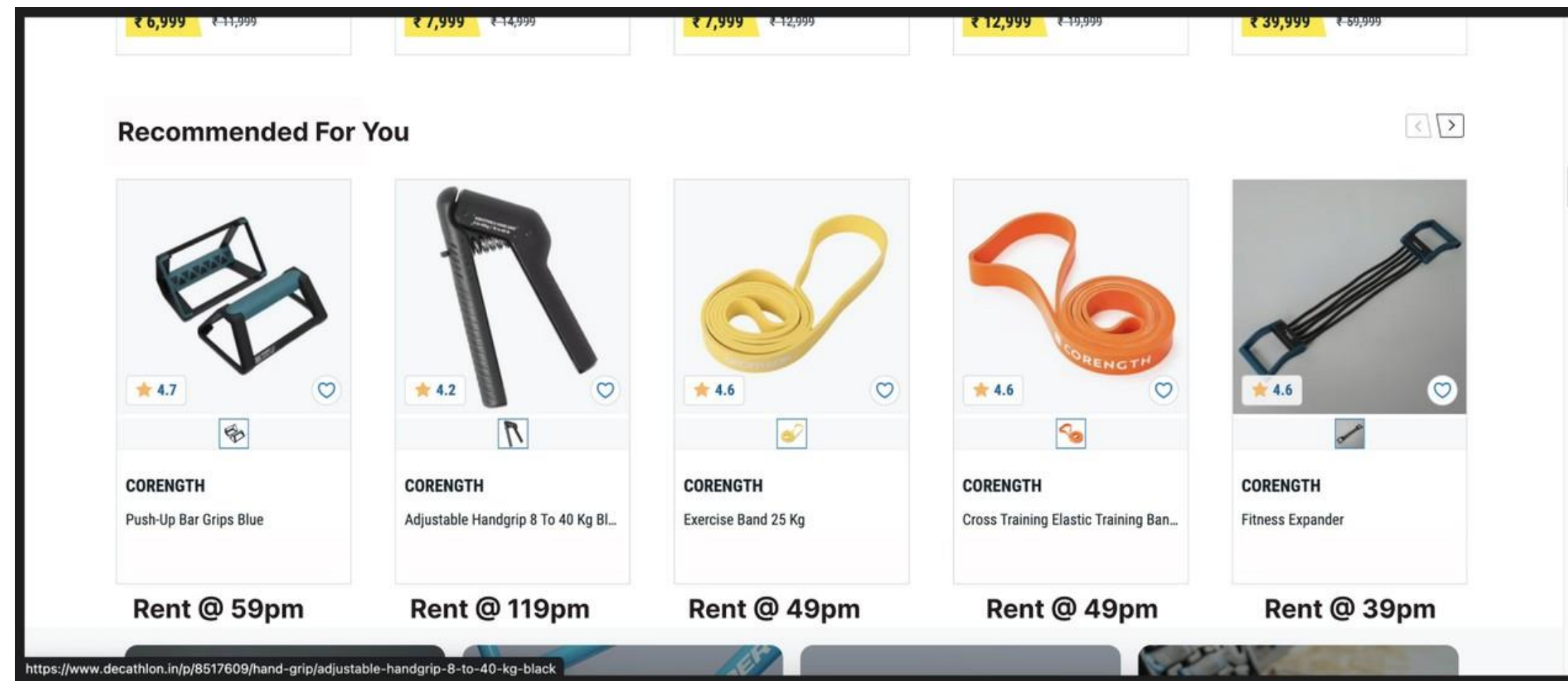- Display rental status and any fees or charges associated with each rental.

Personalised Recommendation

- Provide personalized recommendations to customers based on their goals and preferences.
- Use data from past rentals and customer feedback to suggest new equipment and rental packages.
- Allow customers to save their favourite equipment and receive notifications when it becomes available for rent.
- Allow customers to create their own packages based on their usage & profile.

Proposed User Journey considering features suggested:

- The user navigates to the Decathlon website and clicks on the "Rentals" tab in the navigation menu.
- The user browses the available equipment and selects the item they wish to rent for a period of 6 months.
- The user adds the selected item to their cart and proceeds to checkout. The user reviews their order details and confirms the rental. After the rental has been confirmed, the user receives a confirmation email with details of the rental and a rental agreement to sign.
- The user receives the rented equipment through the chosen delivery method during checkout.
- After four months of rental, the user decides they need to modify their rental booking and extend the rental period by an additional two months.
- The user logs into their Decathlon account on the website and navigates to the "Rental Orders" section. The user selects the rental booking they wish to modify and selects the option to extend the rental period by two
- months. The user reviews the updated rental details and confirms the modification.
- The user receives a confirmation email with details of the modified rental.
- The user continues to use the rented equipment for the extended rental period as per the rental agreement.

User Engagement

- No. of page views on rental product category page.
- Average time spent on the rental product category page
- No. of searches for rental products

North Star Metric

Sales Revenue Growth over quarter

User Acquisition & Conversion

- No of new customers acquired through rentals
- No of existing customers who leave the checkout page and opt for rentals instead and complete the checkout process
- Increase in avg order value buying vs rental behaviour

User Retention

- %of customers who rent more than once and extend the rental duration
- %of customers who rent different equipment and make rental packages to rent

User Satisfaction Metrics

- NPS- How likely are customers to recommend Decathlons rental products to others.
- Ratings and reviews on rental products products.

Feature	Reach	Impact	Confidence	Effort	Priority
Equipment Rental Section	100%	High	High	Medium	!st
Personalised Recommendations	60%	High	Medium	Low(using existing algos)	2nd
Rental Tracking	70%(out of converted customers)	Medium	Medium	Medium	3rd

Overview → User Persona → Features → User Journey → KPI's → Prioritization → **GTM Strategy**

Market Research

- Conduct user research to identify the most important features and pain points for each persona.

Feature Design

- Prioritize the features determine the resources needed to implement each features
- Develop wireframes and UI designs for each feature, incorporating stakeholder feedback

Implementation

- Implement each feature using agile development methodologies, with regular sprints and user testing to ensure quality and usability.
- Launch each feature incrementally, starting with the highest-priority features and gradually expanding to include all features.

Launch & Marketing

- Develop a marketing and communication plan for each feature launch, including targeted campaigns and promotions, social media outreach, and customer outreach.

Post-Launch

- Monitor KPIs and user feedback after each feature launch, making adjustments as needed based on user feedback and performance metrics.
- Continuously iterate and improve the product based on user feedback and market trends, incorporating new features and technologies as appropriate.

As Decathlon is entering newer market, it is very essential that it gets its marketing campaigns right for awareness and acquiring customers in its GTM Strategy; following strategies can be used for promotion of its entry into rental market:

- **Leverage Existing Customer Base**

Decathlon already has a loyal customer base. Push notifications & in-app notifications can be used to promote the features to users.

- **Leverage Social Media**

Create buzz around the Rental market using social media.
Develop messaging that communicate the value proposition
of rental products to the target audience.

- **Perform Email Marketing**

Promote the new features to existing users through emails.
We can also offer additional discounts and free deliveries for early birds.

- **Press Releases**

Promote the rental product category by announcing to the media clearly, concisely, and effectively.
Highlight any benefits of features, cost-efficiencies and pricing, and a quote from the development team.

Thank You