

## INDUSTRIAL VISIT

The Department of (PG) of Bishop Cotton Women's Christian College organized an **Industrial Visit to Decathlon**, Bangalore for the 1<sup>st</sup> and 2<sup>nd</sup> year M.Com Students consisting approximately 30 students, on 2<sup>nd</sup> of March 2021 headed by Dr. Narasimhan, HOD, Department of Commerce and Prof.Dr.G.Harshini Esther.

### Objectives of Industrial Visit:

- To overview the practical application of management principles in the real business scenario.
- To understand how management is being practiced in Decathlon Sports Retailer.

### COMPANY PROFILE:



**Decathlon is a family-owned sporting goods retailer company**, founded in 1976, and inspired by the belief that the best sports products should be accessible to everyone.

Ever-evolving and high performance design, the best quality at the lowest possible price, and expert advice that customers of all ages, backgrounds and skill levels can access in-store or online, from anywhere, at any time.

## **INFRASTRUCTURE**

**Decathlon is an international sports retailer** with 2080 stores in 56 countries with 93,000 and more employees. It is dedicated to helping, inspiring and guiding everyone through their sports experiences. Their priority has always been the people who always play sports. It avoids segmenting by brand or type of product and instead focus on each individual discipline. This means the experts in specific fields can use their knowledge and experiences to create the very best products for their sport.

## **GROWTH**

Companies often talk about being ‘customer-centric’, but **Decathlon** has gone a step further by putting their customers at the heart of their growth strategy. They have built the world’s largest sporting goods company by championing a consumer-centric approach through innovation, technology, and rapid expansion.

## **CONSUMER SOCIAL RESPONSIBILITY**

Vitality and Responsibility are two values that **Decathlon** had been founded on. Inspired by their values, they are committed to being a responsible and active player in the economic and social development of underserved communities wherever they are present. Some of the ongoing social engagements are

1. Sport for school children - To share the pleasure and benefit of sport with the children in our community who today for reasons of lack of awareness, accessibility, affordability or inhabitation do not have access to sports. (Active at 55 government schools, 350+ Decathlon volunteers, coaching 2800+ Children).
2. Employable and Employability – A 2-year training program with a purpose to impart vocational skills and create opportunity of employment for vulnerable sports passionate youth from our communities.

## **PRICING:**

For over years, Decathlon has led the way towards high-quality, low-cost products with a model that produces the best value-to-price ratio in the market. That means every athlete has access to the most technically sound products and gear at the best prices.

## COMPETITORS:

SportScheck, Sail, Dunham's Sports

## CONCLUSION:



The overall experience of visiting **Decathlon** was very enriching and informative. Students got a clear picture as to how industries like such actually work, which in turn bought practical knowledge to the students apart from that of theory. It was a great experience to have been able to know about the company's working and how challenging it is for the company to compete with their other competitors world-wide.

