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DECATHLON S.A. SWOT & PESTLE ANALYSIS

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Company Name : Decathlon S.A.

Company Sector : Sports Wear Retail

Operating Geography : France, Europe, Global

About the Company : Decathlon S.A. is a sportswear retailer headquartered in France. The company opened its first store in Lille, France, in 1976, founded by Michel Leclercq with the company's name being Oxylane. The firm conducts its own product research, design, manufacture, logistics, and distribution in-house, collaborates with global suppliers, and sells its brands directly to consumers through Decathlon-branded big-box stores. The shop primarily supplies a wide selection of athletic items, ranging from tennis rackets to advanced scuba diving equipment, in massive, big-box superstores averaging 4,000 square metres in size. The firm also markets clothes and watches, as well as waterproof LTE Android phones and nautical and water sports gear. Decathlon sells sports nutrition and health items, as well as sports electronics and sports-specific optical products. The Decathlon Group conducts its business under more than 20 different labels. It has research and development sites all around France, where it creates product designs and registers up to 40 patents every year. Decathlon operates 1,655 Decathlon locations in approximately 1,000 cities throughout 65 countries as of May 2021. In 2022, Decathlon announced its partnership with Fashion rental platform, Hirestreet, to launch its flagship UK rental collection, consisting of an exclusive ski-wear and outerwear edit.

Decathlon's USP lies in it being the world's largest athletic goods retailer. The mission statement of Decathlon reads, "At Decathlon, our aim is to make sport accessible for the many, and we live by this phrase. ... Helping them to rediscover the joy of life and laughing through sport is our mission come to life".

Revenue :

15.4 billion - FY ending 31st December 2022

13.8 billion - FY ending 31st December 2021

11.4 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Decathlon S.A. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.The company provides a wide range of products in various segments for men, women and children 2.Decathlon is an established sports wear and gear brand with exceptional global presence 3.Decathlon has a clear focus on product innovation, improvement and R&D overtaking competitors 4.Decathlon has a differentiated and unique customer experience 5.Decathlon has created a strong and loyal community of customer through events and FROSMO 	<ul style="list-style-type: none"> 1.Decathlon's online retail efforts are below competitors 2.Decathlon has high dependence on European and Russian markets 3.Inability to be successful in several locations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expand and increase presence in emerging markets 2.Expand product offerings and improve existing products 3.Increase marketing and communication efforts through brand ambassadors in different regions 4.Continue M&A activity to tap into larger markets 	<ul style="list-style-type: none"> 1.Threat from competitors in different regions 2.Threat of counterfeits and imitations of Decathlon's products 3.Bike shortages in the UK; inability to meet demand

PESTLE Analysis :

The PESTLE Analysis for Decathlon S.A. is given below:

Political	Economical
1.Brexit created uncertainty in the global business environment	1.Fluctuating rent prices spiking in China 2.Global pandemic and recessions have reduced discretionary spending and affected supply chains
Social	Technological
1.Consumers are becoming more health-conscious 2.Customers like to buy from brands that are sustainable and cruelty free	1.Sportswear and gear technology is improving to aid sports and other activity 2.Digital transformation is taking place within many companies
Legal	Environmental
1.Global companies are subject to various regulatory frameworks in different countries	1.Companies creating sustainable and eco-friendly designs 2.Climate change pushing companies to become greener

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