DECATHLON, a multinational that grew in power in the world

**Historical**

1976 In the commercial zone Auchan-Englos-the-giant, near Lille, Michel Leclerc opens a big box store selling sporting goods in free service. The concept is to equip under one roof and the best price all athletes, from beginners to passionate.

1988 Production goes international with the opening by Olivier Leclercq (son of the founder) of first production office in Asia.

1996 Created her first two store brands, say « Passion Brands » Tribord the brand water sports and Queschua to the natur and montain

1999 It opens its first stores in the US ans in Britain.

2003 International development of the company takes a new dimension with the opening by Mathieu Leclercq of the first chinese store in Shanghai.

2006 Company decided to finally withdraw of US where facing strong competition, Decathlon has not stood out. This same year, Decathlon opens its first store in Russia, in Moscow

2008 Company is reorganized by creating the « Oxylane network » whose Decathlon becomes the sign of distribution. Passion Brands are not attached to Decathlon but Oxylane network.

What strategy has the company DECATHLON implemented to set up in France and export internationally?
A standardization of company through many strategies...

1. Distribution strategy
Decathlon is a multinational group implanted in 30 different countries with more of 1 100 franchises including 300 in France and 170 in China. If Decathlon develop its strategy in many countries, it's before all to conquer the world and gain more market share. If we look closer the countries where Decathlon is not implemented, we can see that these are countries where strong competition has already held with local entities, including the United States. Conversely other large companies, Decathlon is based on a pricing strategy low and benefits of developing countries to implement his concept and make the sport accessible to all.

2. Communication strategy
Decathlon has a very well-oiled communications strategy. She wishes be known around in the world thanks to powerful logos. In all countries where the brand is implemented, we will meet always the same organization of local and mostly the same rigor as the holding linear. Nevertheless the holding of staff can varie from one country to another for economic reasons. For example in India, the beautiful of holding isn't a priority for managers who prefer to use money in the company's development. Today, Decathlon is the favorite French brand and so successful internationally. The Brand recrutes athletes able to best advice clients. With strong bases in France, she stands by the event marketing and sponsorship booms The latter are not yet abroad but are destined to become.
3. Price strategy

The policy of the sign is to make sport available for everyone. For this, Decathlon aims ultra competitive offering good products at competitive prices. The group decided to control its manufacturing shots occurring in Asian countries and managing the intermediate phases of transport and storage. Decathlon implanted several regional and continental centers that are loaded logistics and regulation of store products. The first brand strategy is massify sales, often detriment of the margin on the sale price. Thus, the price is displayed in stores lower throughout the year but the difference teaches recovered on volume up. Unlike its main competitor offers products higher and therefore can afford to cut price during the year. Nevertheless, company adapt these prices in linked with the country's place and people's purchasing power. With a salary around $200 per month in India, products are less expensive than France thanks to transport's costs less important in order to arrive in stores.

Decathlon's offer is the same in different countries where the sign is implanted : it's thanks to network of Passion Brands whose its allows to be almost independent on the market. By standardizing its products, Decathlon can fully concentrate on the distribution thereof. Thus, in any Decathlon, customers will find all products that may be present physically and virtually. Indeed by geographical position and its catchment area, each store is free to propose the right offer to the public. Therefore, Decathlon in the Alps will further develop the ski univers and less the aquatic unvers unlike a store located around the Mediterranean. In India, special Brand was created for cricket, national sport in this country. Same for ping pong in China where Decathlon adapt products with population's culture. In Decathlon, this is called the « range » which is divided into 5 categories based on the location of the store.

The sign develop also another service with the leasing of many products.

4. Product strategy
5. Diversity of offer strategy

Strategy of lower price has allowed Decathlon to establish itself as the leader of sports distribution in France and more generally in the world. Today, development axes are not the same in all country. In France, where the market has become saturated with over 300 store, Decathlon demonstrated ingenuity to be ever closer to its customers. New concepts appear, more urban, more specialized for professionals. Passions Brand create their own brands of distribution like the B’twin town. The development of E-distribution holds a share of more and more important and thus optimize the service is paramount to ensure the future of group. Lately, personalized coaching application was born in connection with the needs of their clientele.

However others countries are not at the same stage of development. Decathlon search to increase its geography distribution by consolidating the Number of store. It's especially the case in China, in India where the number of opening grows up each year. The market is so promising thanks to the increasing of living standards of local populations that sign wants to position itself on the industry before diversify its services. However, by choosing to take account of the culture of the country, the company has adapted the offer and the importance articles sold in store.

Conclusion: Decathlon is a multinational group that advocates for the development of sport by marketing sports products at low prices through the establishment of network. Based on the relationship, the company wants to get a true experience in each of these customers in order to loyalty. With the emergence of middle classes with free time to practice, the future seems assured for Decathlon in all countries.