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# CUSTOMER SATISFACTION TOWARDS DECATHALON

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## Abstract

Decathlon, a globally regarded store of sports goods, is the point of interest of this examine. Since coming into the Indian marketplace in 2009, the company has seen massive increase by emphasising affordability, accessibility, and innovation. This studies explores consumer perceptions, current market tendencies, the competitive panorama, and function in contributing to the Indian financial system—mainly via sustainable business practices and employment era.

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## 1. Introduction

The French agency Decathlon come to India make sports extra reachable to absolutely everyone For sort of sports, Decathlon offers highquality fairly priced device Consumer perceptions of Decathlon's product line and services are examined in this study exceptional as well as how the enterprise meets client wishes and aligns with the broader pattern that impacts the Indian sports activities retail enterprise

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## 2. Objectives

discover customer evaluations regarding Decathlon's range of products and the popular of its services.

Check out the techniques employed with the aid of Decathlon to increase ts retail presence and uphold its position as a global marketplace chief.

Assess Decathlon's contribution to India financial system mainly inside the regions of Retail Development and Job Creation.

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## 3. Scope

This observe simplest seems at how Indian users have interaction with Decathlon's goods and services. It also appears at how the emblem's new thoughts pricing strategie and commercial enterprise practices affect tiers of patron pride.

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## 4. Company Overview

Decathlon commenced in Lille, France, in 1976 and now has over 1,500 shops in 49 nations. In 2009, it opened its first store in Bengaluru India, and fast spread to other main cities. The brand places innovation primarily based on what customers need first and runs 20 of its very own labels, promoting items in over 70 specific sports.

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## 5. Industry Overview and Trends

The retail sports activities industry in India has changed from focusing on one game to welcoming a number of sports activities in a multi-game surroundings. Decathlon has taken advantage of this modification with the aid of imparting massive shop layouts and a extensive range of products. It gets humans more involved through supplying fun purchasing reviews on-website sports activities occasions, and the use of the modern day generation together with augmented digital fact and cellular based totally navigation.

Its most current Reveal Innovation exhibition specializes in long-term and consumer-targeted product improvements. Decathlon's robust awareness on green design and the use of sustainable assets reflects its enduring determination to environmental stewardship.

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## 6. SWOT Analysis

### Strengths

Extensive variety of in - residence brands.

Focus on creative solutions and cost- effective services.

Strong customer retention pushed by means of tailored carrier reports.

### Weaknesses

Heavy dependence on French and Chinese markets.

Limited traction in North America.

Lesser emblem visibility because of minimal movie star endorsements.

### Opportunities

Expansion into tier 2 and tier three towns in India.

Creation of sports activities-precise sub-manufacturers tailored to regional options.

### Threats

Counter feit product dangers in Asian markets.

Rising real property fees, specially in urban Chinese regions.

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## 7. Competitor Analysis

Key competition in India encompass:

Cosco – Well hooked up emblem in sports activities and fitness.

Nivia – Known for FIFA PRO certified footballs.

Vinex – Strong in athletics and bulk sports activities device.

SG Sanspareils Greenlands – Cricket centered with infrastructure offerings.

Despite competition, Decathlon stands proud due to its scale, pricing strategy, and innovation.

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## 8. Customer Feedback Summary

Survey responses imply that most customers prioritize quality and affordability. A enormous wide variety choose in-keep purchases over on line structures, appreciating the ability to attempt out device. Customer pride rankings usually variety from four to 5, highlighting wonderful emblem notion.

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## 9. Contribution to Indian Economy

Decathlon has performed a crucial position in:

Creating employment across retail, logistics and product layout sectors.

Encouraging energetic lifestyles, for that reason boosting health and health.

Promoting sustainable retail practices, along with eco packaging and recycling initiatives.

In 2018, the agency done a revenue of ₹1,278 crore in India and have become the second one-biggest unmarried emblem retailer after Xiaomi.

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## 10. Conclusion

Decathlon has efficaciously embedded itself within India's carrying and retail tradition. Its commitment to affordability, sustainability, and innovation has brought about excessive patron pride ranges. Continued funding in digital structures and local expansion might be pivotal to its sustained growth.

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