



DECATHLON INDIA

Situation

The French sports goods major retailer had an ambitious strategy to enter India with its global model of flagship stores. The market for sports goods in India was dominated by smaller unorganized retailers and this was a challenge for the company.

Objectives

The main objectives were to have energized retail staff that could create an unusual customer experience and increase footfalls resulting in higher sales.

FISH! Approach

The first workshop was for the managers who immediately saw value from this intervention and then workshops were conducted across various stores. Using playstorm and stinky fish exercises several ideas were generated leading to tremendous success of decathlon in India.



Results

The entire team demonstrated a very high commitment to customers especially children and young adults, better customer engagement with experimentation and creating opportunities to play, handle, experiment, understand, practice and master a sport, free coaching and a play area in every store!

This has resulted in tremendous success and increase in number of stores from 0 to 69 in India.

Decathlon has an unusual store experience for shoppers.

Sales of decathlon India are the highest in the sports retail industry in India. With 70 large, warehouse-like stores, Decathlon's product pricing is about 30-40% lower than competing products since it sells everything from running shoes to mountaineering equipment under its own brands. This also helps the retailer earn higher operating margins.



Questions?

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