



Catchment Area & Competitor Analysis for French Sports Retailer

-Decathlon India -Nov. 2016.

A global sports retailer Decathlon with 1510 stores across 49 countries intended to understand the market potential and business opportunities for an upcoming store in ETA Mall- Binnypet Majestic - Catchment Area .

- 1. Catchment Area Analysis :** Student researchers emphasized/focused on institutional buyers like Schools, Colleges, Sports academies, swimming pools & Gated Communities to understand their buying patterns ,expectations from sports retailer and analyzed their spending power.
- 2. Competitor Analysis :** Analyzed the pricing , Positing & merchandise of competing Retail brands in categories like (Sport shoes, Backpacks, sportswear, Bicycles, etc...).

Market research helped to strategize Pricing, Product assortment & Promotion of Decathlon Store ETA Mall.

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Decathlon ETA Mall- Binnypet Majestic store is the first store to reach Break even point within a year.