Decathlon: From Running Track To Roadblock - A Case Study In Theft And App Glitches.

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Abstract

Founded in 1976, Decathlon is a family-owned business that was motivated by the idea that everyone should have access to the best sporting goods.

What defines us is our commitment to providing customers of all ages, backgrounds, and skill levels with expert guidance that they can receive in-store or online, at any time and from any location. We also take pride in our always improving and high-performing design. We take great pride in that.

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Keywords: Sports, Theft, App Glitch, Decathlon, Equipment's, Strategies

Introduction to Decathlon

The realm of sports has had an incredible worldwide expansion, driven by several causes that have made it a multibillion-dollar economic force. Several factors have demonstrated this development, including rising viewership and involvement as well as the growing market for goods and services in sports. The development of digital technology is one of the main forces behind the global expansion of the sports sector. The way people watch sports throughout the world has changed dramatically with the introduction of mobile devices, high-speed internet, and streaming platforms. Today, sports fans from all around the world can access live broadcasts, highlights, and exclusive material, eradicating regional boundaries and promoting a truly global sports community. In addition to reaching a larger audience, leagues and teams use digital channels to improve fan engagement through immersive experiences, social media engagements, and interactive material.

The expansion of the industry's reach has been significantly aided by the globalization of sports leagues and tournaments. The global audience for major athletic events like the Olympics, FIFA World Cup, and international tournaments is enormous. Athletes' widespread appeal has not only made them worldwide icons but also opened doors for partnerships, collaborations, and cross-cultural interactions. Leagues from different parts of the world have been able to effectively extend their fan base abroad, which has helped the business as a whole.

The Indian sports sector has experienced a phenomenal expansion in recent times, surpassing worldwide patterns with a noteworthy increase in earnings. India's sports market has expanded at an even greater rate than the global sports business, which has increased at an average rate of five percent over the past five years. Nonetheless, a notable obstacle faced by several budding sportsmen in India has been the availability of high-quality sporting goods and equipment. The challenge has been genuine, whether it's trying to locate a reputable supplier for a baby badminton racket, horse riding equipment, archery equipment, or hiking necessities. The massive sports retailer in Bangalore, Decathlon, has changed the game in this situation, outperforming industry titans like Nike, Adidas, and Reebok in India.

(https://medium.com/@abhisheksinghrana985/the-rise-of-decathlon-in-indias-sports-market-case-study-c00551ed40bb)

The income generated by the sports sector worldwide was predicted to increase in the upcoming years. The sector generated close to 487 billion dollars in sales in 2022, and between 2022 and 2023, it was predicted to rise at a compound annual growth rate of 5.2 percent. The global sports market was predicted to reach a valuation of more than 623 billion dollars by 2027. The people,

things, and organizations involved in creating, facilitating, or planning sporting events are all part of this enormous sector.

(https://www.statista.com/statistics/370560/worldwide-sports-market-revenue/)

Decathlon, a French sporting goods shop, was founded in 1976 by Michel Leclerq. It caters to a variety of markets, notably target sports, outdoor, physical fitness, hustle, team, biking, jogging, and hiking. In 2009, the international athletic goods firm made its cash-and-carry debut in India, and in 2013, it received approval for single-brand retail. As of August 2022, it had 1,600 locations worldwide including 103 stores in India, where it originally launched in Sarjapur, Bengaluru, in 2009. Decathlon joined the Kolkata Thunderbolts as their official sports partner for the 2022 Prime Volleyball League season later in 2022. Decathlon derives 60% of its inventory from within the nation, according to compliance regulations on single-brand foreign direct investment and supporting the "Made in India" campaign.

(https://www.indiaretailing.com/2023/07/31/retail-tech-case-study-decathlon-india-boosts-shoppi ng-experience-increases-efficiency-by-15/) .

Decathlon is committed to supporting, motivating, and advising you as you pursue your sporting goals. We think that living well, trying out new sports, and being active are all important aspects of life and shouldn't be reserved for a select group of wealthy people.

The company's core values are positivism and the power of individuals. We are a team of sports enthusiasts that are passionate about what we do and full of energy. We are encouraged to experiment, improve, and most importantly, make positive improvements. We try to foresee and meet the difficulties that confront our society and environment because we take seriously our responsibilities to sport and the wider community.

Decathlon is more than a vendor. Because we have our own internal brands, we stand out. Being professionals in our domains, we utilise our expertise and experience to develop, design, and produce our own goods in our own laboratories and studios. At the moment, Decathlon offers more than 20 brands, each focused on a particular activity or sport. Additionally, we are here to stay because we are a family-run business. We put our earnings back into R&D, which helps to bring down the price of playing sports.
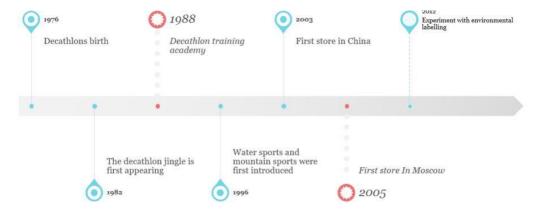
The democratisation of sports is central to Decathlon's mission. They know that money shouldn't be a barrier to the exhilaration of competition or the peaceful flow of exercise. They accomplish this by providing a wide variety of goods under their own labels as part of their "Passion Brand" strategy. These house brands, which are divided into sports and performance levels, ensure excellent quality at affordable costs, so everyone can find the ideal equipment without going over budget. This dedication to affordability goes beyond just goods. Through free events, seminars, and training sessions, Decathlon actively encourages participation and creates a friendly environment for both seasoned athletes and inquisitive beginners.

Vigor It is existence itself. It's all about being upbeat and enthusiastic. being daring, ambitious, flexible, and willing to adjust when needed. Similar to acting play not to lose, but to win. Accountability accepting personal accountability and actively participating(Makhija, n.d.)in my life. I am very clear about what I promise to accomplish, and I follow through on it. I monitor my value creation on a frequent basis to make sure it increases. I immediately repair my mistakes when I make them. I make sure that the decisions I make will ultimately benefit all parties involved.

Decathlon is a brand that millions of athletes and sports fans around the world associate with choice and accessibility. Its expansive storefronts promise a one-stop shop for getting active, filled with everything from running shoes to kayaking gear. However, two major obstacles have plagued Decathlon's development in recent years: pervasive software malfunctions and widespread theft, both of which have negatively impacted the company's financial results and user experience. This case study explores Decathlon's difficulties.

(https://sustainability.decathlon.com/about-decathlon)

Time frame of Decathlon

1976 - Decathlon's birth

An innovative concept imagined by Michel Leclercq. The first store opened in Englas (in Northern France), bringing all the sports under the same roof.

1982 -

The DECATHLON jingle is first appearing (along with a warehouse)

- The famous "TULULUTUTU" jingle is composed! "TULULUTUTU" and the slogan "SPORT FOR THE MANY!" are still the same to this day!

The 1st warehouse opens in Villeneuve-d'Ascq (Nord, France). The suppliers no longer directly deliver to stores, with DECATHLON handling the logistics.

1988 -

We create Decathlon's Training Academy for training teams in-house.

1996 -

TRIBORD (water sports) and QUECHUA (mountain sports) see the light of day. These are DECATHLON's first brands.

• We establish an industrial management department to optimise production processes.

• Porte des Alpes store No 121 opens its doors in Lyon (France). It becomes in 2011 our biggest French store with 12,800 sq. m surface area.

2003 -

• 1st store in China opens in Shanghai.

• We set up "winning teammates" survey: an in-house indicator assessing teammates' satisfaction.

2005 -

• DECATHLON faces the cold and opens its first store in Moscow (Russia).

• We establish the DECATHLON Foundation. Teammates create a foundation supporting sports projects helping the inclusion of people in vulnerable situations.

• The first DECATHLON franchise store opens in Guadeloupe (Caribbean).

• New small-format store concept. Nowadays renamed DECATHLON Essentiel, the first store, then called TOBOGGAN, opened in Bron (Rhône, France).

• QUECHUA launches the famous "2 Seconds" pop-up tents, proving to be a success and symbolising DECATHLON's approach to innovation.

2012

• DECATHLON experiments with environmental labelling, enabling customers to compare its products' impact.

2015 -

• decathlon.fr website achieves 145 million visits.

• The Kiosk Plus is installed in the store. And allows the customer to access 100% of the internet product offer.

• Kouadio (China) hosts the 1000th DECATHLON store.

• Kip stadium opens in Tourcoing (Nord, France). Team sports enthusiasts get their playground.

(Our story (decathlon.com)

Initiatives by the company

Reduce the company's carbon footprint.

Lower the carbon intensity of the product; make investments in sustainable raw materials; encourage suppliers to use renewable energy sources; decarbonize transportation; assist in transforming employee and consumer mobility, etc.

Maximize the offer and create long-lasting products.

Create a product offer that supports the circular economy by maximizing the generation of economic value while lowering CO_2 emissions (work on the offer's structure by taking the margin/CO_2 ratio per product into consideration).

We work with 2 Factories one is based in Ludhiana & other one just outside Pune. The bicycles are produced with best manufacturing practices with Decathlon Production Standards applicable at each step. Only High end pneumatic or battery tools are used to ensure tightening of all the components at the recommended torque levels, which helps to provide the best riding experience for the user.

Increase the size of circular business models

Create business structures that ensure sport accessibility and value production, such as second-life products, rentals, and repairs.

https://sustainability.decathlon.com

On the occasion of India's 75th Independence Day, Decathlon, a company that represents the idea of "Born in France, make in India," unveiled a 360-degree "Make in India" campaign. Decathlon wants to inform the public about its goals for India through this campaign, as the country has long played a big role in the company's overall business strategy. With the help of films, social media, digital marketing, in-store events, and other initiatives, Decathlon's "Made in India" campaign will provide insight into the process of creating locally sourced and produced goods.

(https://blog.decathlon.in/articles/the-make-in-india-initiative-decathlon

On average, over half of the parts needed to construct a Decathlon bike are produced sustainably in India; the remaining parts are shipped in from Decathlon partner factories located across the globe. Our goal is to equip India with the necessary technology and know-how to produce over 80% of its components domestically by 2025.

Since 2011, FLX Cricket Bats have been proudly designed, engineered, tested, and manufactured in India. English willow is sourced from England, and poplar and Kashmir willow are responsibly sourced from native northern parts of India. The best cricket bat builders in the world create each and every one of our bats by hand in Meerut and Jalandhar. Our strong supplier panel, which includes Premier Legguard, Sanspareils Greenlands, and Ranson Sports Industries, guarantees the highest caliber, most affordable cricket equipment. We are quite proud of the quality of our bats and are always striving, together with our customers, to make improvements wherever we can. We are the world's first cricket brand to offer a two-year warranty on our whole bat lineup.

Decathlon has been working with Omaxe, a producer of cotton yarn, since 2017. They supply the raw ingredients that our manufacturers in Tamil Nadu use to produce our completed goods.Omaxe, which is 250 miles from Ahmedabad, makes 100% sustainable BCI, organic, and recycled cotton. Decathlon exports 40% of its produce to foreign nations.

Three suppliers, located in Tamil Nadu, Kanpur, and Dehradun, are our partners.2018 saw the development of our hockey shoes, which were initially created in India and are now available worldwide. To make our shoes, we employ techniques like cemented process, direct injection, and dip-dye.We also started producing the majority of our flipflops in India in 2019.

(https://www.adgully.com/decathlon--s--make-in-india--initiative-60-of-products-are-made-in-india-121502.html

Problems Faced by other companies

It should be made clear that Decathlon's main rivals are not individual *decathlon competitors* but rather other *retailers* that sell athletic items. As a result of the diversity of brands these shops carry, it is incorrect to attribute particular difficulties to individual brands found in their establishments. Below is a summary of some of Decathlon's main rivals and the general difficulties they face:

1. Nike (https://www.nike.com/us/)

Challenge: The retail industry is constantly changing due to competition from cheap and internet companies, as well as ethical concerns about labor standards in their supply chain. The business also has to deal with preserving the appeal of its enduring products and a changing economy that may have an influence on customer spending on luxuries like sportswear. These elements work together to create a demanding environment for Nike stores, necessitating ongoing innovation and adaptability in order to stay competitive.

(https://www.cnbc.com/2023/09/29/wall-street-expects-nike-is-turning-things-around-sees-50percent-60percent-upside.html)

2. Adidas (https://www.adidas.com)

Challenge: Battling fierce competition from well-known companies, controlling how world events affect their supply chain, and attempting to keep their brand relevant in a market that is changing quickly. They are also attempting to overcome the loss of a sizable source of income as well as the requirement to create new product lines that appeal to customers.

(https://www.adidas-group.com/media/filer_public/b7/a3/b7a3a513-50a9-41ca-b48b-ace4b889527e/20230308_adidas_ag_fy2022_results_en.pdf)

3. Under Armour (https://www.underarmour.com/en-us/)

Challenge:They have to navigate a complicated supply chain that is affected by global disturbances while contending with tough competition from well-known behemoths like Nike and Adidas. In a congested athletic gear market, they also need to overcome dwindling sales and reestablish momentum for their brand. Managing large inventory levels and adjusting to changing customer preferences in a competitive and dynamic retail environment are additional issues.

(https://bstrategyhub.com/swot-analysis-of-under-armour-2019-under-armour-swot-analysis/)

4. Puma (http://www.puma.com)

Challenge:Puma stores have to navigate a challenging environment with fierce competition from well-established industry titans like Nike and Adidas. Their aim is to set themselves apart by means of innovation and joint ventures in design, all the while growing their footprint in developing countries where cultural awareness is essential. In addition, Puma constantly struggles to hold onto its market share and brand appeal in the face of shifting customer tastes and a changing retail landscape.

(https://www.linkedin.com/pulse/stride-success-how-puma-sprinted-past-challenges-innovative-bawa)

5. Lululemon Athletica (https://shop.lululemon.com/)

Challenge: They face fierce competition from well-known athletic clothing companies as well as up-and-coming designers. The business also struggles to keep up its premium brand image while striking a balance between innovation and responding to sporadic problems with quality control. Navigating a developing retail landscape that welcomes internet purchasing in addition to in-store shopping, as well as addressing possible concerns about sustainability and ethical sourcing, present additional obstacles.

Decathlon Theft Issues

Decathlon, the French sporting goods giant, is known for its wide range of affordable products and its unique open-access retail model. While this model has many benefits for customers, it also presents certain challenges, including the issue of theft. This issue affects not only Decathlon's bottom line but also the customer experience.

Stealing becoming common; Story of decathlon from stealing to theft

⏱ THIS STORY IS FROM NOVEMBER 29, 2018

MBA student steals shoes, walks out wearing them, ends up in jail

When Brijesh Kumar visits a mall, he prefers to leave with something. He does not, however, always pay for his purchases. For example, this MBA student decided on Tuesday night that he no longer loved the shoes he was wearing. The fresh ones on the Decathlon rack were superior, even though they weren't too old. The Newfeel brand-lined shelf drew the attention of the 22-year-old.

Wishing for the fresh sensation of a new feel, he crept closer to the trainers, which were a jumble of black, white, grey, red and speckled prints. Brijesh quickly threw away the old pair, grabbed a grey pair off the rack, and quickly put them on. Then, slinking out of the main entrance, he snuck to the clothes rack and placed the old shoes beneath a pile. A guard had noticed the striking new feel that had attracted Brijesh. Thousands of shoes clatter in and out of the Decathlon store on the GIP mall site every day, yet none of them get the attention of the man stationed at the exit. So, when he saw one, he knew it. However, Brijesh had not yet come to terms with losing. Despite being from Begusarai in Bihar, he was familiar with the customs of his new city. Before he ran out of techniques, he tried body language, intimidation, and ignorance.

(https://timesofindia.indiatimes.com/city/noida/mba-student-steals-shoes-walks-out-wearing-them-ends-up-in-jail/articleshow/66856808.cms)

Thief strikes at Decathlon, lands in jail

The Kothanur police have detained a 33-year-old habitual thief (shown in photo), who takes expensive products including branded T-shirts, sports memorabilia, perfume bottles, and other stuff under the pretence of being a potential customer. He was apprehended while trying to sell goods he had pilfered from the Kothanur Decathlon sports store.Syed Balli, a resident of Banaswadi's Kalyan Nagar, has been named as the culprit. He was found to be in possession of a cutting plier, a high-intensity torch, an interchangeable lens, a belt, a SOLOGNAC binocular, a pedometer, a speedometer, two G-Eye cameras, and other valuables.It happened by coincidence that the accused was arrested at the same time as the complaint. Shortly after the Decathlon management saw the CCTV footage and filed a complaint, we received word that someone was attempting to sell two G-Eye cameras on the main road in Kothanur for less money. The police were dispatched to apprehend the accused as the cameras were on the list of pilfered things that the manager of the Decathlon sports retailer had indicated. Upon failing to present any invoices for the belongings he was carrying, he was taken to the station. He admitted to stealing the sporting goods during interrogation, according to an investigating officialThe accused's strategy involved dressing posh in name-brand clothing and footwear to allay suspicions.

(https://bangaloremirror.indiatimes.com/bangalore/crime/thief-strikes-at-decathlon-lands-in-jail/articleshow/62357526.cms)

Home › India › Karnataka › Bengaluru ›

Cash, goods worth Rs 6 lakh stolen from car at Decathlon in Bengaluru

By the time the family got back at 9:30 p.m., the rear glass of the car was damaged, and there was missing money worth Rs 5.65 lakh along with an Apple laptop, a mobile phone, a handbag, a trolley bag, shoes, a hair dryer and other stuff.Shamik Maity parked his car in the allotted area and went inside the store on Sunday night with his family to purchase a bicycle at Chikkajala, a store located in northeastern Bengaluru.By the time the family got back at 9:30 p.m., the rear glass of the car was damaged, and there was missing money worth Rs 5.65 lakh along with an Apple laptop, a mobile phone, a handbag, a trolley bag, shoes, a hair dryer and other stuff. The Chikkajala police received their complaint and registered a case under IPC sections 427 (mischief causing damage to the amount of fifty rupees) and 379 (punishment for theft). Investigations are on to trace the suspects and arrest them.

(https://www.deccanherald.com/india/karnataka/bengaluru/cash-goods-worth-rs-6-lakh-stolen-from-car-at-decathlon-in-bengaluru-2719519)

Here, we will delve into the details of Decathlon's theft challenges, explore the underlying reasons, and discuss potential solutions:

1. Open Access Model: A Double-Edged Sword

Typical security features found in Decathlon stores include checkout barriers and lockable drawers. Customers may freely peruse and try on items thanks to this, which promotes a more laid-back shopping atmosphere. But it also makes it easier for theft to occur.

2. Reasons Behind Thefts at Decathlon:

Possibility: The open access paradigm makes goods easily accessible, which may entice those with nefarious intentions.

Product Value: Decathlon's main selling factor is its reasonable prices. This increases the market reach of their items, but it may also lessen their deterrent value to would-be thieves who may think it would be simpler to resell them for a profit.

Trends in Shoplifting: Decathlon is not an exception to the general rule that certain recreational products, such as expensive apparel, bicycles, and electronics, are more likely to be the target of theft in the retail sector.

Retail Crime That Is Organized: Organized retail crime has grown in importance in several industries, notably the athletic goods industry, in recent years. These organizations function proficiently, concentrating on objects and frequently using advanced techniques to avoid detection.

3. Impact of Theft on Decathlon:

Financial Loss: Decathlon suffers direct financial losses as a result of theft, which have an effect on their profitability and inventory.

Increased Security Costs: Decathlon may need to spend more on security measures like video cameras, tagging systems, and security guards in order to reduce theft, which raises operational expenses.

Diminished Customer Experience: If overbearing, more security measures may cause customers to feel less free and at ease when using Decathlon's open-access business model.

Problems faced by App Glitches

Decathlon, a retail giant in the sports industry, has made remarkable strides in providing a diverse range of sports equipment and merchandise to customers globally. However, an integral aspect of their customer experience, the Decathlon app, has faced its share of challenges, leading to concerns about its overall functionality and user satisfaction.

The user experience with the Decathlon app has been marred by several factors, contributing to its perception as not being as good as it could be. One of the primary issues is the performance glitches that users frequently encounter. Slow loading times, unexpected crashes, and irresponsiveness have been reported, leading to

frustration and a suboptimal user experience. These performance issues not only hinder the efficiency of the app but also diminish the trust and satisfaction users place in it as a reliable shopping platform.

Another facet of the app's drawbacks lies in its user interface, which has been criticized for being less intuitive and user-friendly. Navigational challenges, complex menus, and a lack of clarity in design contribute to difficulties in finding products and completing transactions. The user interface is a critical component of any app, influencing how users interact with the platform and shaping their overall perception. In the case of the Decathlon app, a less-than-optimal user interface becomes a barrier to a seamless and enjoyable shopping experience.

Furthermore, the app seems to lag behind competitors in terms of features and functionalities. This disparity is particularly noticeable in comparison to other sports retail apps, where users have come to expect a certain level of convenience and innovation. Decathlon's app, in some instances, lacks the bells and whistles that could enhance the overall user experience, such as personalized recommendations, social sharing features, or advanced search capabilities. This deficiency in features may contribute to users seeking alternatives that offer a more comprehensive and engaging experience.

Compatibility challenges add another layer of complexity to the app's performance. Users across different devices and operating systems have reported inconsistent experiences, with some facing compatibility issues that hinder smooth navigation and usage. This lack of consistency compromises the app's reliability and accessibility, posing a significant obstacle to user satisfaction and loyalty.

Payment and checkout problems represent yet another pain point for users of the Decathlon app. Glitches during the payment process or difficulties in completing transactions contribute to a frustrating user experience, and in some cases, may even lead to abandoned transactions. This not only affects Decathlon's revenue stream but also damages the trust users place in the app as a secure and efficient platform for making purchases.

The app's limited personalization features further compound its challenges. In an era where users expect tailored experiences, the Decathlon app falls short in delivering personalized recommendations or a user interface that adapts to individual preferences. This lack of personalization diminishes the overall user engagement and may contribute to users seeking alternatives that provide a more customized and user-centric experience.

The reasons behind the Decathlon app's suboptimal performance are likely multi-faceted. It could be a result of technical shortcomings, inadequate user testing during the development phase, or challenges in keeping up with the rapidly evolving expectations of users in the competitive landscape of mobile applications. Additionally, the company's internal prioritization of features and investments may play a role in determining the app's overall capabilities. The prevalence of glitches in the Decathlon app, despite its position as a retail giant in the sports industry, is a multifaceted issue that requires a comprehensive examination. The user experience is inherently tied to the app's functionality, and when glitches abound, they undermine user confidence, hinder efficient navigation, and compromise the overall satisfaction of the user base.

One significant factor contributing to the abundance of glitches could be the complexity of the app's underlying technical infrastructure. As technology evolves at a rapid pace, maintaining a sophisticated and bug-free app becomes an intricate challenge. The Decathlon app likely relies on a complex web of coding, databases, and integrations with various systems. If not managed and updated regularly, this intricate technical architecture may lead to compatibility issues, software conflicts, and an increased susceptibility to glitches.

Moreover, the rapid release of updates and new features can inadvertently introduce bugs into the app. While updates are essential for improving functionality, introducing new features, and addressing security concerns, the development team's tight schedules may sometimes lead to insufficient testing before deploying updates. This rush to stay competitive and deliver new functionalities could result in the inadvertent introduction of bugs and glitches that affect the app's stability.

User testing is another critical aspect that might contribute to glitches. Despite the best intentions, the diversity of user devices, operating systems, and usage patterns introduces a level of unpredictability. The app may work seamlessly on certain devices and encounter issues on others, especially if the testing process does not adequately cover the breadth of devices and usage scenarios. As a result, glitches that arise in specific user contexts might go unnoticed until reported by a substantial number of users.

Inadequate quality assurance (QA) processes during app development can exacerbate the prevalence of glitches. A rigorous QA process involves comprehensive testing of the app under various scenarios, from different devices and network conditions to simulated user interactions. If this process is not thorough or is rushed due to tight project timelines, it increases the likelihood of undiscovered glitches making their way into the released version of the app.

Third-party integrations also pose a potential source of glitches. The Decathlon app likely integrates with external services for functions such as payment processing, inventory

In conclusion, the multitude of factors contributing to glitches in the Decathlon app underscores the complexity of app development and maintenance in today's rapidly evolving technological landscape. A strategic and proactive approach, coupled with continuous improvement in testing processes, coding practices, and user feedback mechanisms, can pave the way for a more stable, reliable, and user-friendly app experience.

Strategies to tackle theft issues.

1. Strategic Store Layout and Surveillance:

- Redesign Store Layouts: Conduct a thorough analysis of store layouts to identify blind spots and vulnerable areas. Optimize the layout to improve visibility, minimizing hidden corners where theft can occur.

- Enhance Surveillance Technology: Invest in advanced surveillance technology, including high-resolution cameras, strategically placed mirrors, and artificial intelligence (AI) algorithms for real-time monitoring. This not only deters theft but also provides valuable data for analysis.

2. Secure Merchandise Display

- Utilize Anti-Theft Devices: Implement anti-theft devices on high-value merchandise, such as security tags and electronic article surveillance (EAS) systems. These act as visible deterrents and trigger alarms if someone attempts to remove an item.

-Secured Display Cases: For particularly valuable items, consider secure display cases with locking mechanisms. This ensures that customers can still view products but prevents unauthorized access.

3. Employee Training and Vigilance:

   - Comprehensive Training Programs: Develop and implement comprehensive training programs for all staff members. Focus on ethics, integrity, and the importance of maintaining a secure shopping environment.

   - Promote Vigilance Encourage employees to be vigilant and observant. Establish a culture where all staff members actively participate in preventing theft by reporting suspicious activities promptly.

4. Community Engagement and Socio-Economic Solutions:

   - Community Partnerships: Forge partnerships with local communities to understand their needs and concerns. Engage in community outreach programs to build trust and collaboration, fostering a sense of shared responsibility for store security.

   -Economic Empowerment Initiatives: Consider initiatives that contribute positively to the economic development of local communities. This could include sponsoring local sports programs or creating job opportunities, addressing potential socio-economic factors contributing to theft.

5. Technological Innovations for User Engagement:

   - Implement Augmented Reality (AR) Features: Integrate AR elements into the shopping experience, allowing customers to virtually try out products. This not only enhances user engagement but also acts as a unique theft deterrent.

   - Gamification for Prevention:Develop gamified elements within the shopping app, rewarding users for adherence to store policies and ethical behavior. This creates a positive and engaging environment that discourages theft.

6. Global Cultural Adaptation:

   - Cross-Cultural Training: Provide cross-cultural training to staff members to understand and respect diverse cultural norms and expectations. This ensures that theft prevention strategies align with local sensitivities.

   - Tailored Solutions for Each Region: Implement region-specific theft prevention measures based on cultural insights. This could include adjustments to store layouts, security protocols, and engagement strategies.

7. Continuous Improvement and Innovation

   Regular Security Audits: Conduct regular security audits to identify weaknesses and areas for improvement. Involve external security experts to provide fresh perspectives.

   - Innovation in Technology: Stay at the forefront of security technology by exploring innovations such as biometric access controls, smart shelving with integrated security features, and AI-driven analytics for predictive theft prevention.

By implementing a multifaceted approach that incorporates these practical solutions, Decathlon can create a more secure and customer-friendly shopping environment, addressing the root causes of theft while continuously adapting to new challenges and opportunities.

Strategies for improving the APP.

To address the prevalence of glitches in the Decathlon app, a comprehensive set of solutions is recommended. First and foremost, investing in a rigorous quality assurance (QA) process is crucial. This involves thorough testing of the app across various devices, operating systems, and usage scenarios to identify and rectify potential glitches before the app is released to the user base. Additionally, continuous training for the development and QA teams can enhance their skills and awareness, ensuring a proactive approach to identifying and resolving glitches.

Furthermore, adopting a more streamlined development process is essential. This includes a careful balance between the introduction of new features and maintaining the stability of the app. Allocating sufficient time for testing and validation before deploying updates and features can prevent unintended glitches from reaching the end-users. Collaborating closely with third-party service providers and regularly assessing the compatibility of external integrations is equally important, as changes in external services can impact the app's performance.

Implementing a robust feedback mechanism is vital for user involvement in glitch identification. Encouraging users to report issues they encounter, along with providing clear channels for feedback, creates a valuable feedback loop that aids in the early detection and resolution of glitches. Additionally, the development team should establish a continuous monitoring system to proactively identify and address potential issues as they arise, minimizing the impact on users.

Strategically addressing resource constraints and focusing on the long-term stability of the app is essential. While innovation is crucial, it should not come at the expense of the app's overall reliability. Allocating resources to thorough testing, code reviews, and regular audits can prevent glitches from becoming persistent issues.

Lastly, fostering a culture of accountability and transparency within the development team is key. Encouraging open communication and collaboration among team members helps in the early identification and resolution of glitches. Regular retrospectives and post-release analyses can provide insights into areas for improvement, contributing to an iterative and continuously improving development process.

By implementing these solutions, Decathlon can enhance the stability and performance of its app, ensuring a smoother and glitch-free user experience. This proactive and multifaceted approach aims to address the root causes of glitches, empowering the development team to create a more reliable, user-friendly, and resilient app for Decathlon's diverse user base.

Conclusion

In conclusion Decathlon's experience in the Indian sports sector is an amazing case study for companies trying to survive in a cutthroat environment. By seeing and addressing a market niche, focusing on the needs of the customer, and developing a compelling in-store experience, Decathlon has become well-known and is now competing with major players in the sector without the help of big-name sponsors or heavily funded advertising campaigns. Their tale serves as an example of the effectiveness of creativity and strategic planning in establishing a profitable niche in a congested industry.

Decathlon, a company being so old company, has gone through rough patches by seeing so much theft taking place in the stores. This has resulted in a loss of trust in people as well as the organisationdon't trust in what to do next. The app, which is so integral for any organisation has seen glitches coming in every way. People have shifted to different apps and buy the product from different sites.

Decathlon can learn from brands such as Nike and adidas how to move ahead with proper security, use a sports athlete to become the brand ambassador and how an app should work. Decathlon has a bright future if they can come more hard cause sometimes you need to be strong so that you can grow and develop in the market

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