

Strategic Consultancy



Analysis of European Sports Equipment Testing and Resale Shops Market



Client	Requirements	Approach	Result
<ul style="list-style-type: none">Decathlon is the largest sporting goods retailer in the world. The company stocks a wide range of sporting goods, usually in large superstores. Decathlon Group also owns over 20 brands	<ul style="list-style-type: none">Analysis of European Sports Equipment Testing and Resale Shop Market, with consideration of PolandRecommendations concerning business strategy development	<ul style="list-style-type: none">Analysis of competitors (including Mystery Client survey and Website Analysis) in Poland and in other European countriesMarket analysis was fully based on consumer surveys (Computer-assisted Web Interviewing technique)Use of tools such as PEST Analysis or Porter's five forces	<ul style="list-style-type: none">A complex analysis of European market containing an assessment of its potentialReport was presented by our consultants in Decathlon's Headquarter in Warsaw

Decathlon Sp. z o.o. recommends us as a trustworthy and honest partner."

