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BRANDINNOVATION SERIES

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Sport
SINGAPORE

HOW THE WORLD'S LARGEST SPORTS RETAILER SUPPORTS INNOVATION AND PROMOTES ACTIVE HEALTH IN ASIA



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GSIC BrandInnovation Series – Chapter 2 with Decathlon Singapore

Today we find ourselves in a world where sport is becoming more and more important in people's lives. Being healthy is a fundamental factor for humans and Decathlon Singapore knows it.

Nils, Managing Director, perceives sport as a catalyst and above all as the perfect balance between mind and body. For some time and more after COVID19, digital transformation has helped to connect people's passion and they shares this same objective, to promote sport and bring people together based on accessibility.

Decathlon founded Singapore Lab in order to take the sports experience to the next level by creating a space where customers can try out 100% of the store's products. The ultimate goal of this project is that people discover sports and create a community based on technology and innovation as main tool.

As a consequence, teaming up with SportSG, Decathlon Singapore Lab is the biggest outlet yet with 5,000 square meters powered by solar panels and it is open 24 hours long. The store features an Active Health Lab where sports events, pop-up clinics and even free health screenings happen.

They have focused their efforts on technology to provide an added value to their customers. They have managed to eliminate the traditional part of retailing through cashless checkout systems and developed an e-commerce fulfillment center with a robot that counts the inventory. This space allows the development of different practices in order to be replicated in the other Decathlon stores.

Since their mindset is to be useful to people, they are aware that innovation is born from the observation and proximity of the user. Today one of their biggest challenges is to address the offline to online movement, which has accelerated. Even though their stores are open they always search for digital solutions. The biggest effort they make is not focused in technology itself but in the digital transformation of 100% of their activities.

Singapore sees innovation and change as an opportunity to make the city more competitive. When they see something new they are curious and aware of the benefits. The regulations are flexible and they promote new trends in business. This has prompted Decathlon to be conscious that every journey starts from the first step, and the first step is to dare and get out of your comfort zone. Moreover, they promote an organizational culture where the only limit is the fear of being wrong. Niel's role is to encourage and remove the fear in order to stimulate people to dare.

To conclude, crises are overcome when people and brands unite. Decathlon's values like vitality, responsibility, generosity and authenticity are the guide to generate positive impact through their actions and not through marketing.