

迪卡侬全产业链管理模式研究——以中国店为例

摘 要

随着我国经济突飞猛进的发展和人民生活水平的持续提高，人们更加注重精神上的满足，越来越多的人将目光转向身体健康和体育运动，体育行业迎来了前所未有的发展机遇。越来越多的国外品牌企业趁机打入中国市场，这也给中国的体育用品企业带来了诸多风险与挑战。

2003年法国体育用品公司迪卡侬进入中国市场，其作为一家独具运营特色的综合性体育用品跨国企业，凭借较高的性价比，以及独特的营销策略在中国飞速发展，并迅速占领中国体育用品市场。本文以迪卡侬运动专业超市为研究对象，以“全产业链”管理模式为理论基础，并运用案例分析、查询文献资料等研究方法对迪卡侬的产品、价格、渠道和促销策略进行分析并找到欠缺所在，结合我国体育用品产业发展的现状提出有参考价值和针对性地发展建议，为我国体育用品业发展提供借鉴模式。

关键词：迪卡侬；全产业链；营销策略；新零售

ABSTRACT

With the rapid development of China's economy and the continuous improvement of people's living standards, people pay more attention to the satisfaction of spiritual life. More and more people are turning their attention to physical health and sports. The sports industry has ushered in unprecedented opportunities for development. More and more foreign brands take advantage of the opportunity to enter the Chinese market, which also brings many risks and challenges to Chinese sporting goods enterprises.

In 2003, French sportswear company Decathlon entered the Chinese market. As a comprehensive sportswear multinational enterprise with unique operating characteristics, it has developed rapidly in China with high cost performance and unique marketing strategies, and has quickly occupied the Chinese sportswear market. This paper takes Decathlon sports professional supermarket as the research object, takes the "full industry chain" management model as the theoretical basis, and uses case analysis, query literature and other research methods to analyze Decathlon's products, prices, channels and promotional strategies and find the deficiencies. Based on the current situation of the development of China's sporting goods industry, it provides reference value and targeted development suggestions to provide a reference model for the development of China's sporting goods industry.

Key words: Decathlon; Full Industry Chain; marketing strategy; New retail

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