



Open Day

Agenda

- ❑ Decathlon Introduction
- ❑ Self-introduction/ JD introduction
<FT/DM>
(5min/ool)
- ❑ Group Activities



Vision



50年來

 DECATHLON

Our Purpose

Bring people **together**
through sport to *make*
wellbeing accessible for all



Julien Leclercq
CHAIRMAN



Javier López
CHIEF EXECUTIVE OFFICER

• Our Project

One by 30

• Our Vision

The Local Human Bond
Accessible and Unique Sporting Solutions

• Our Purpose

Bring people together through sport
to make wellbeing accessible for all

• Our Intentions

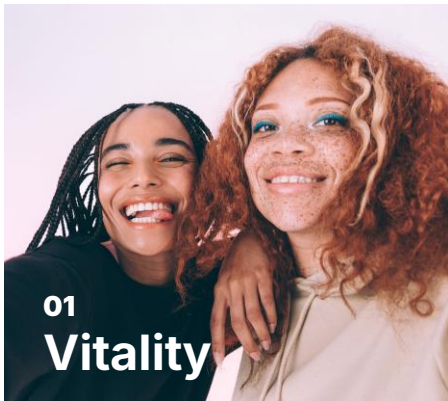
People at the centre
Value for money
At the forefront of technology and innovation
Planet & environment
Sport & performance
Have fun

• Our Values

Vitality
Generosity
Responsibility
Authenticity

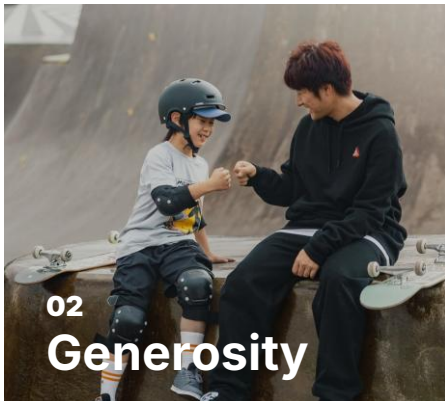


Our Values



01 Vitality

It's about being alive. It's about being positive and full of energy. I dare, I take initiatives, I adapt and I change when necessary. I love action. I play to win and simply not to lose



02 Generosity

it's about doing things from the heart and being focused on others. I'm a team player, I help out when needed. I share with others anything that could be useful to them. I consider all stakeholders as 'friends'. I take care of myself and of others. We stand in solidarity.



03 Responsibility

It's about being accountable, it's about being the main player in your own life. I say clearly what I am going to do, and I do what I say. I measure regularly the value I create and I make sure that it grows. When I make errors, I correct them quickly. I ensure that all stakeholders benefit from sustainability from my decisions.



04 Authenticity

It's about being true to yourself, and towards others. I have the courage to be myself. I say things simply and I act with sincerity and with care towards others. When I act, I consider the consequences on the planet's natural resources.

Our Purpose

Bring people together through sport
to *make wellbeing* accessible for all

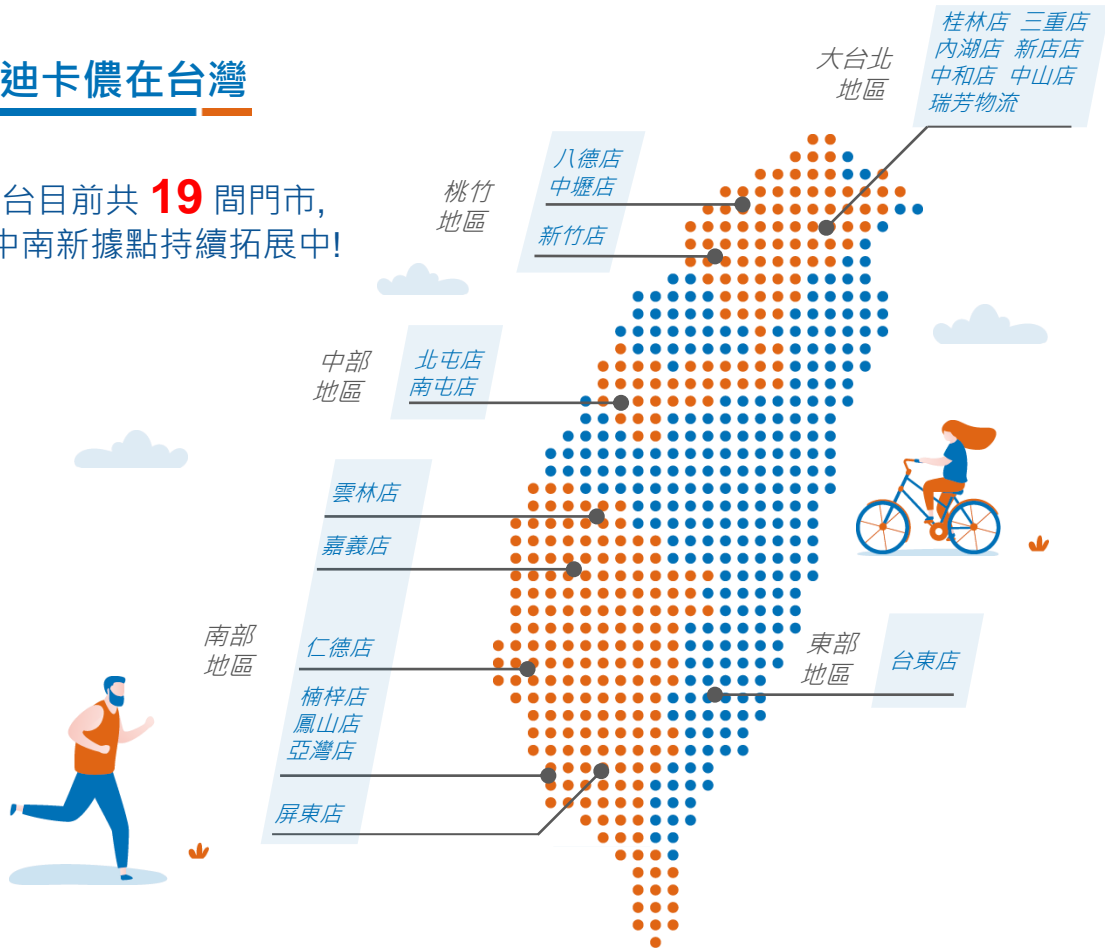
Decathlon Current Status



Around 80 countries

迪卡儂在台灣

全台目前共 **19** 間門市，
北中南新據點持續拓展中!




1990 年
進駐台灣
成立採購辦公室


19 間商場
與網路商城


1,000+ 位
全台員工

*Decathlon
Taiwan*

35



Ready to play?

Job Description 工作描述:

Omnichannel sales advisor

全通路銷售顧問



**工作目標/核心價值

透過提供獨特的全通路銷售體驗，並運用迪卡儂的經營基本原則，滿足顧客需求，讓人們享受運動的樂趣

** 職責內容 (Key Responsibilities)

本職位包含三大核心職責，確保顧客獲得最佳的購物體驗：

1. 產品銷售與顧客服務 (Satisfy my customers by selling our products and services)

- 展現服務熱忱，歡迎每一位顧客。
- 在線上與實體通路銷售我們的產品與服務。
- 向顧客推廣會員忠誠計畫。
- 處理顧客付款事宜（門市結帳）。
- 為顧客處理 Buyback 商品。

2. 門市商業陳列與視覺動態 (Commercial and dynamic layout experience)

- 遵循並執行商品陳列準則 (Merchandising guidelines)。
- 確保商業排面完整。
- 推動商業行銷活動。
- 執行季節性商品調整與移動。

3. 流程效率與庫存管理 (Process efficiency and stock availability)

- 確保收貨至陳列的流程高效運作 (Truck to Peg process)。
- 檢查庫存的準確性，並執行防止耗損計畫。
- 管理試衣間並處理顧客退貨。
- 準備「到店取貨(Click & Collect)」與「門店出貨(Ship from Store)」訂單。

Job Description 工作描述:

Store Customer Service Advisor

門店顧客服務顧問



職責內容 (Key Responsibilities)

作為顧客服務的核心人物，您的職責圍繞三大核心，確保顧客獲得卓越的購物旅程：

1. 打造卓越顧客體驗，提升忠誠度

- 以微笑、溫暖且樂於助人的態度迎接每一位顧客。
- 確認顧客需求，並提供適當、客製化的解方。
- 推廣會員忠誠計畫，解釋好處並鼓勵顧客加入。
- 推廣 App 以加強門店體驗，並與線上購物管道連結。
- 在線上與實體通路銷售我們的產品與服務，滿足顧客需求。

2. 服務櫃檯精通與效率 (Provide an impactful welcome to each customer)

- 精通服務櫃檯的所有作業流程，以最佳方式回應各種顧客需求。
- 有效率地處理顧客退貨。
- 處理顧客來電，並提供清楚的資訊。
- 以個人化、即時的方式回覆顧客評論。
- 確保快速、準確地處理顧客訂單（包含線上訂單處理）。

3. 流暢且個人化的結帳體驗 (Provide a seamless and personalized payment experience)

- 在結帳過程中主動迎接、幫助顧客。
- 精通並運用所有結帳、現金流流程。
- 在交易過程中確保顧客身份驗證。
- 運用基本 IT 程序，以維持收銀工具的運作效率。

Job Description 工作描述:

Sales Advisor Technician 銷售助理技師



職責內容 (Responsibility)

1. 提供可靠、精確的診斷與服務 (Provide a reliable and accurate diagnosis)
 - 遵循工作室操作指南，並依照診斷流程執行作業。
 - 提供合適的永續服務選項 (如維修、保養、翻新)。
 - 確保內部與外部維修之間的適當平衡。
 - 提出符合顧客需求的預定日期。
2. 依照迪卡儂的標準運作工作室 (Deliver Workshop operations)
 - 維護安全、牢靠的工作環境。
 - 執行運動產品的維修、保養與翻新作業。
 - 執行產品客製化流程。
 - 確保庫存的準確性與可用性。
3. 應用商業基礎原則 (Apply the business fundamentals)
 - 應用顧客關係的基本原則。
 - 在各部門推廣工作室服務。
 - 在線上與實體通路銷售我們的產品與服務。
 - 確保收貨至陳列的流程高效運作 (Truck to Peg process)。
 - 處理顧客付款事宜 (收銀/結帳)。

Job Description: 工作描述

Store department manager

門店部門經理



KEY RESPONSIBILITIES

1. Exceptional Human Capital Management and Development (People)

- Team Building: Recruit, train, and lead your team, ensuring teammates are positioned to thrive at the right time and in the right place.
- Culture & Values: Embody, transmit, and implement Decathlon's Meaning, Values, and Management Scheme within the team.
- Safety & Health: Guarantee a safe and healthy work environment, and jointly decide on team compensation with the Store Director.

2. Commercial Strategy and Product Management (Business Intrapreneurship)

- Commercial Strategy
- Omnichannel Offer
- Community Mobilization

3. Best-in-Class Omnichannel Customer Experience

- Customer Relationship
- Store Operations

4. Store Performance Trajectory Management (People/Planet/Business)

- Planning & Analysis
- P&L Management: Manage and implement action plans on your People, Planet, and Business levers, as well as your PNL (Profit and Loss).

5. Daily Duty Management

- Safety & Operations: Guarantee daily safety for people and security for goods, and take charge of the daily business and service activity.

DECATHLON

活力由
DECATHLON
啟動

啟動你的
職業新高峰

買裝備
公司買單!!

在迪卡儂
暴衝

DECATHLON

運動職涯
未來無限
Sports Career Unlimited Future

Q&A!

綠色通關
公司狂我

在迪卡儂
Ready to play?
讓永續變動能

DECATHLON

迪卡儂

運動職涯 未來無限

Sports Career Unlimited Future

Ready to play?

迪卡儂，陪你在人生的最強賽場平衡致勝



上線服務



零售服務



更多服務資訊

Bring people together through sport
to make wellbeing accessible for all.



活力
Vitality

Work Hard, Play Harder 懂工作更懂玩！

運動津貼
Sports Allowance

裝備津貼
Gear Allowance



責任
Responsibility

綠色通勤最有感 把通勤變 Me Time！

環保通勤津貼
Ecomobility Allowance



真誠
Authenticity

健康是最強後盾 我們罩你！

14 天全薪病假
年度健檢與全天候免費身心諮詢



慷慨
Generosity

假期電力滿格 優於法規年假！

滿半年 3 天，第 2 年即享 10 天
14 週產假與 10 天陪產假

Thank **you** !