

# **A Study of External Sources of Decathlon : A Review Paper**

**Chidananda HL<sup>1</sup> and Jitukumar Pandey<sup>2</sup>**

Faculty of Commerce, School of Economics and Commerce, CMR University, Bangalore, India<sup>1</sup>  
6th Semester, Student, B.com, , School of Economics and Commerce, CMR University, Bangalore, India<sup>2</sup>  
chidananda.h@cmr.edu.in and jitu.pandey@cmr.edu.in

**Abstract:** *This research provides a comprehensive examination of Decathlon's external sourcing strategies, with particular emphasis on its supplier relationships, risk mitigation frameworks, and sustainability initiatives. As a global leader in the sporting goods industry, Decathlon operates an extensive and complex supply chain network that demands rigorous oversight and continuous improvement. The study delves into how the company identifies and collaborates with suppliers, the criteria it employs for supplier evaluation, and the measures it implements to ensure ethical and environmentally responsible sourcing. Additionally, the research evaluates Decathlon's ability to manage potential risks across its supply chain, including geopolitical, economic, and operational disruptions. Sustainability emerges as a central theme, with a focus on how Decathlon integrates eco-design principles, carbon footprint reduction, and circular economy practices into its procurement operations. The findings shed light on the strengths of Decathlon's sourcing framework while also highlighting critical areas where strategic enhancements could yield greater resilience and sustainability. Ultimately, this study contributes valuable insights into best practices for external sourcing within the context of global supply chain management.*

**Keywords:** Decathlon, external sourcing strategy, global supply chain, ethical sourcing, supplier management, sustainability practices, risk mitigation

