

Title: MARKETING MIX OF SPORTS CENTER HAMR – BRANÍK AND ITS IMPROVEMENT SUGGESTIONS

Targets: The aim of this bachelor thesis is to analyse current marketing mix of sports center Hamr – Braník, through marketing research find out customers satisfaction and perform SWOT analysis. The ascertained results will be used for improvement suggestions of each marketing mix part, which will lead to better services quality, customers satisfaction and whole company functioning, especially its economic results.

Methods: The marketing mix analysis was performed through quantitative marketing research, specifically the questionnaire. Situational analysis - SWOT analysis was used as well.

Abstract: The bachelor thesis „Marketing mix of sports center and its improvement suggestions“ deal with current marketing mix analysis and its improvements based on marketing research results are suggested. The theoretical part defines basic marketing and marketing mix terms considering to the sports environment. The methodological part describes the research methods and its consecutive analysis. The final part of this bachelor thesis includes evaluated marketing research results, specifically the questionnaire and SWOT analysis. These results were then used as a base for changes and improvement suggestions of marketing mix of Hamr - Braník sports center.

Keywords: marketing, marketing research, marketing mix, SWOT analysis, services, sport company