

ABSTRACT

The thesis is concentrated on the marketing planning at school canteens with no lunch – ordering system. The purpose of this study is to analyze factors that influence attendance and choice of the school canteen customers. The quantitative research data was gathered with the aid of questionnaires. The comparative method was used to compare data of the questionnaires with the real data from the school canteen that has successfully run no lunch – ordering system for seven years. Three hundred questionnaires were sent to parents of the school canteen customers and two hundred and thirty - four responses were received. The response rate was nearly eighty percent. Sixty questionnaires were sent to management of the school canteens of the whole Czech Republic and forty - five responses were received. The response rate was seventy five percent. The results of the questionnaires were compared with the data of the school canteen with no lunch – ordering system. According to the results of the study the author recommends that management of the school canteens with no lunch – ordering system consider using the Marketing Mix, also known as the 4 P's of Marketing. All the factors - product, price, place and promotion influence the attendance and choice of school canteen customers.