

## **Abstract**

### **Title:**

Competition of selected sports centers in the region

### **Objective:**

Analysis and comparison of the marketing activities of selected sports centers operating in Kolin. Information obtained from the marketing research was used for the analysis of the competitive surrounding in the region and also to create and propose measures that will lead to the improvement of marketing activities and improve the competitiveness of selected sports centers.

### **Methods:**

For the analysis of the competitive surrounding in Kolin was used PEST analysis and SWOT analysis. Marketing research was conducted using qualitative techniques in-depth interview with the managers of selected sports centers.

### **Results:**

Results of the analysis of the competitive surrounding Kolin show the necessity of using marketing tools to operate the fitness center. It was found that competition between selected fitness centers is very intense. Marketing activities help to differentiate themselves from the competition and increase client base. The results of the analysis confirmed that examined fitness center are insufficiently used marketing tools and in this direction have large reserves.

### **Key words:**

competition, marketing, marketing mix, marketing of services, sports center