

Abstract

- Title:** Mystery shopping in selected stores of specialized retail chain Hervis.
- Objectives:** The aim of the thesis is to introduce a specific method of market research called the Mystery shopping as a marketing tool that is useable in the field of sport retail. The main point of the thesis is to practically use the technique in selected stores of sport retail chain Hervis in the territory of capital city Prague and compare them to each other to identify proposals.
- Methods:** To obtain data, which allows to identify proposals, was used special technique of market research called the Mystery shopping, which represents a combination of questionnaire and covert observation. Results of the observation were immediately filed in drawn up sheets.
- Results:** The results of the research indicated many faults in mutual interaction between staff and customers, especially in the areas of sales skills, customer needs analysis and circumstances entering the retail shop. That is why there were made some measures in the synthetic part, that can lead to improvement in Customer Relationship Management.
- Keywords:** marketing research, sporting goods retail, questionnaire, covert observation, secret shopping