

Abstract

Running a restaurant in the Czech Republic is not simple. There are many issues regarding gastronomy industry like too much bureaucracy or lack of skilled staff. The Czech Republic is also one of the most competitive countries in Europe in relation to numbers of restaurants per capita.

This bachelor thesis is focused on marketing communication of restaurants in a small city called Neratovice. It is a non-tourist city with a lot of people commuting to work or school. Therefore, local restaurants have to reach and take care of a relatively steady clientele.

I chose five restaurants from this city. With owners I did semi-structured interviews about their promotions and how they spread a word about their business. I analyzed the results and used them to write this thesis.

I use a marketing mix to introduce the topic and describe what it means to run the restaurant. The core of my thesis is last P – promotion. For that reason I use a communication mix as an outline for describing both theoretically and practically communication activities of each restaurant.

In conclusion I review individual restaurants and sum up their promotions.