

ABSTRAKT

TITLE:

Strategic plan of association Vraťme dětem pohyb, z.s.

PROBLEM:

The diploma thesis examines the strategic management of a nonprofit sport organization, respectively long-term planning of association Vraťme dětem pohyb, z.s. The association Vraťme dětem pohyb, z.s. currently cooperates with organization Gorila MMA CLUB, s.r.o. These emerging sports organizations were separated from the original association PriMMAt Gym Praha, z.s. The diploma thesis therefore contributes to the solution of current problem and its results will be practically usable.

SUBJECT:

The subject of the thesis is the sport association Vraťme dětem pohyb, z.s. Its main purpose is a publicly beneficial activity, namely the organization and operation of leisure activities aimed at children and youth. The association especially focuses on the area of body culture, sport and other club activities. Their main purpose is to operate Gorila Junior children's sports club with elements of combat sports and self-defense. The Sports Association is also preparing a project for generic sports training for children.

MAIN GOAL:

Main goal is to create strategic plan proposal of sports association plan Vraťme dětem pohyb, z.s. for September 2018 – September 2021.

PARTIAL GOALS:

Partial goals are to characterize the organization and its products and to make a strategic analysis which will include an analysis of the internal and external environment as well as a comprehensive SWOT analysis of the organization. Strategic objectives and areas will be determined on the basis of the found information and will be subsequently solid in the proposal strategic plan of the organization, including recommendations for its implementation.

METHODOLOGY:

This diploma thesis is conceived as applied research, a combination of quantitative and qualitative methods will be used for its purposes. The specific applied methods

are observation, interviewing, questioning, analysis of texts and documents, SWOT analysis, PORTER a PEST/PESTLE analysis. Design research, including research issues providing framework for the thesis are put in the relevant chapter.

OUTPUTS:

A strategic analysis will provide the organization with new information as it analyzes its current situation and offers opportunities for its further development. The resulting strategic plan will serve as one of the important sources that will contribute to the development of the organization as a whole.

KEYWORDS:

Non-profit organization, long-term planning, children's sports training, martial arts, MMA, sports marketing and management