

## **Abstract**

**Title:** Typology of clients of company Jdu běhat s.r.o

**Objectives:** The main aim of this thesis has been to design the typology of clients of company Jdu běhat s.r.o.

**Methods:** The data have been collected by means of quantitative marketing research. The basic set was represented by 408 attendants. In the synthetic part of thesis the typology has been devised via by methods of k-means.

**Results:** The results of questionnaire research are presented through graphs in the analytical section. The synthetic section of the thesis is devoted to the description of the character of each of the three suggested segments.

**Keywords:** running, motivation, women, typology, segmentation, k-means