

# ABSTRACT

## **TITLE:**

Strategic plan of association Vrat'me dětem pohyb, z. s.

## **OBJECTIVES:**

The diploma thesis examines the strategic management of a nonprofit sport organization, respectively long-term planning of association Vrat'me dětem pohyb, z. s., 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.

## **METHODS:**

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 and PEST analysis. Design research, including research issues providing framework for the thesis are put in the relevant chapter.

## **RESULTS:**

Within the framework of strategic analysis were analysed internal and external environment and made SWOT analysis of the organization. Subsequently was create strategic plan proposal of sports association plan Vrat'me dětem pohyb for September 2018–2021. The following strategic areas were defined: 1) the founding and establishment of the association; 2) promoting and raising awareness; 3) increase of membership base 4) introduction of new product; 5) extension of services; (6) additional financial resources. These strategic areas were developed into sub-targets and subsequently created an action plan for their implementation. A strategic analysis will provide the organization with new information as it analyzes its current situation and offers opportunities for its further development. The strategic plan will serve as one of the important sources that will contribute to the development of the organization.

## **KEYWORDS:**

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