

ABSTRACT

In this thesis is a demonstration of a business plan for existing organization Cesta domu. Cesta domu is an organization providing mobile palliative care especially for adult patients. In last four years admits also pediatric patients. The plan ambitions is to extend the services for children not only in capacity, but also in the area to which it will be extended. This work maps the complexity of such a step from financial, personal and organizational points.

In the theoretical parts are shown the layers of management and planning as important parts of organizational structure. That is followed by demonstrating the analytical tools for organization, the environment and the importance of preparing the financial plan. Moreover it maps the individual steps of risk analysis. The second part is dedicated to palliative care. The evaluation of current situation in Czech republic and the recommendations from the professional organizations are based on currently available sources.

The empirical part compiles all the part of business plan itself. The current situation and also the position, which Cesta domu holds, is presented. The business plan for enlarging the services is shown in individual steps such as financial overview with risk assessment and plan.

This thesis aspirate to bring an overview on the understanding, if the plan is realistic and the organization would benefit from decision sensibly using this plan.

Key words: business plan, strategic planning, palliative care, mobile palliative care