

Abstract

- Title:** Marketing communication of the company engaged in the sale of cycling equipment.
- Objectives:** The purpose of this bachelor thesis is to create a proposal to improve the marketing communication of The Bike company for the upcoming season, based on the analysis and evaluation of the current marketing communication from the perspective of the customer and the company management.
- Methods:** The qualitative and quantitative research method was used in this thesis. Specifically, an in-depth semi-structured interview with the company owner is used to obtain management data and written and electronic queries to obtain customer data. The thesis also used methods of observation and analysis of internal documents.
- Results:** The result of this thesis is the concept of marketing communication for the upcoming season. The proposal will be submitted to The Bike management.
- Key words:** Marketing, communication mix, advertising, promotion, event marketing, questionnaire