

Abstract:

The aim of this bachelor thesis is to gain a deeper understanding of environmental factors affecting the case company, ŠKODA AUTO plc. Škoda is the biggest player on the Czech market, reaching the top sales and production position. The first part of the thesis is description of the company itself and its environmental practices and products. The second part discusses the car demand and supply on the Czech market. The final part is analytical, looking to internal and external factors affecting the company. The conclusions are afterwards summarizing and merging all the gathered information and the analysis. There we conclude that Škoda's overall position on the market is perfect for realising new products, such as electric cars.

Key words: environmentally significant behaviour, corporate strategies, manufacturing, environmentally friendly strategies, ŠKODA AUTO