

## **ABSTRACT**

**Title:** Marketing plan of fitness and wellness center Fit Effect.

**Objectives:** The aim of this bachelor thesis is to perform a situational analysis of the marketing plan of fitness and wellness center Fit Effect and to propose measures for improvement in the following years. Furthermore, use the analysis to identify weaknesses in the activities of fitness and wellness center and make suggestions for improvement in certain areas.

**Methods:** Document analysis was used to obtain secondary data from internal and external sources. Porter's five forces model was used for micro-environment analysis. PEST analysis was used for macro-environment analysis. The competition analysis was performed by comparing fitness centers according to selected criteria around Fit Effect.

**Results:** Porter's five forces model revealed the driving forces in the industry affecting club activity. As a result, the threats identified are substitutes, the bargaining power of customers and the competition from businesses in the industry. Opportunity is a challenging market for the entry of new competitors and the bargaining power of subordinate suppliers. PEST analysis revealed, what external factors affect the functioning of the club and were given a prognosis. A few important positive factors for Fit Effect is increasing population, increasing wages, increasing household consumption, reduction in unemployment and increasing demand for sports services. An analysis of the competition found that Fit Effect has no competitors in Kladno and is therefore only a geographic analysis of the market.

**Key words:** marketing mix of service, Porter's five-forces, PEST analysis, competition analysis, SWOT analysis, marketing plan