

## **Abstract**

**Title:** Marketing plan for studio Yoga Karlín

**Objectives:** The main goal of this bachelor thesis is to create marketing plan for studio Yoga Karlín, which can be helpful for future development of the studio. This plan is based on an analysis of the current situation of studio Yoga Karlín.

**Methods:** Several methods are used to obtain data for this thesis. Among them observation, which is used for observing experience of clients with reception. Deep interview is used for evaluation of studio situation by studio operating manager and main manager. As another method is used analysis of competition and scoring model which is based on 7 another yoga studios. Based on the results of the previous methods was created SWOT analysis.

**Results:** As the strongest competitor we can consider yoga studio Jógovna according to results of analysis. This place had the best score in “scoring model” thanks to qualities of it’s services, availability and other observable factors.

The key for marketing plan was SWOT analysis, which showed strengths and weaknesses of studio Yoga Karlín and opportunities and threats of the market. As the biggest weakness analysis showed insufficient ventilation system, missing reservation system and poor usage of physiotherapeutic room.

**Keywords:** services, marketing mix, observation, deep interview, SWOT analysis, yoga