

Abstract

Title: Research of customer satisfaction in Prague gyms focused on kettlebell exercises

Objectives: Main goal of the Bachelor thesis is to find out the customers' satisfaction regarding group sessions and other services provided by Železná koule gyms. Based on information gained from customers' feedback, recommendations for the improvement of Železná koule operations have been prepared.

Methods: In terms of work there was a quantitative research based on electronic survey. Research results were collected and shown through pie and bar charts.

Results: The research shows that the clients are satisfied with the services provided by both Železná koule gyms in Prague. In areas where Železná koule was shown to require improvement many solutions have been proposed for the benefit of the owner.

Keywords: sport service, marketing research, clients, surveys