

Abstract

Title:

Organisation of lacrosse tournament

Objectives:

The main objective is analysis of the previous editions of the tournament organised by SK Lacrosse Jižní Město, and coming up with suggestions on how to improve it in the following years.

Methods:

Case Study is a method used for conducting the survey. Data is collected through documents analysis and semi-structured interviews. Based on the collected data, SWOT analysis and Porter's five forces analysis are carried out.

Results:

Winter lax cup is a well organised event for its size with a potential to grow and annual profit. His biggest virtue is the modern sport hall where the tournament takes place. However his weak factor is a big difference in qualities of participating teams. The biggest danger for the tournament organisation is taking over the hall by floorball teams.

Keywords:

organizing, sport, communication, sports event, management, case study, SWOT Analysis, Porter's Five Forces Analysis, lacrosse