

## **Annotation**

The bachelor's thesis „Business Strategy of the Jipka – Moje jazykovka Translation Agency“ deals with the strategic planning process within a SMB in the field of translation agencies. Its goal is to create a complex business plan, that will ensure future growth of the company.

Based on a literature research, it first describes the theoretical practice of preparing a business plan, from goal-setting, through situation analysis, to an actual creation of the plan. It introduces the analytical tools and models, their outcomes, the process of choosing the right option, followed by its implementation and evaluation.

The practical part focuses on application of these theoretical principles, to a specific example of Jipka – Moje jazykovka translation agency, formulation of its goals, and proposing the steps leading to their fulfillment.