

Abstract

Title: Business plan of establishing a golf academy

Target: The aim of this dissertation is to formulate a business plan of establishment of a golf school in Prague-East and compilation of a comprehensive system of trainings for all age groups and whether it is viable to implement this business plan in practice.

Method: There were used the following methods in this thesis: descriptive analysis, Porter's five forces model, PESTEL analysis, competitive analysis, and SWOT analysis.

Results: The results of the business plan demonstrate its real use in practice, which is proved and analyzed through the financial analysis of the projected revenues. The location in Říčany is very suitable for this type of business due to the minimal competition in the sector and the constant population growth there.

Keywords: Trade business, analysis of competitors, SWOT analysis, marketing mix.