

## **Abstract**

**Title:** Market research of handball sportswear in the Czech Republic

**Objectives:** The aim of this thesis is to obtain a comprehensive overview of the situation on the Czech market for sportswear for handball players, which can be used by already existing companies and also the companies that wanted to enter this market.

**Methods:** In order to obtain primary data, qualitative methods were used in the form of an in-depth interview with the owner of the largest online store in the Czech Republic focused on handball, as well as quantitative methods in the form of a questionnaire survey of Czech handball players. Business data from the given e-shop is used as a source of secondary data.

**Results:**

**Key words:** company, customer preferences, brand loyalty, online store