

ABSTRACT

This bachelor's thesis focuses on defining the role of competition in the coffee industry. Its theoretical part will be oriented on its effects on the market, function, and subjects. It will explain the meaning of competition in a market economy. The practical part will be oriented toward defining the nature and role of competition in the coffee industry. Its target goal will be mapping the situation concerning the specific manifestation of the supply-oriented in a selected café supplying services and products of the coffee industry using a guided interview. The data will be collected using a research method using guided interviews.