

## **Abstract**

**Title:** Strategic plan of the beach volleyball complex in Prague 5

**Objectives:** The aim of this master thesis is to create a strategic plan for a beach volleyball complex in Prague 5, which was described and proposed in the bachelor thesis on which this thesis builds.

**Methods:** The first two analyses focus primarily on data obtained from research and studies of Prague 5 and Prague 13, as well as data from the bachelor thesis "Financial Plan for the Construction of a Beach Volleyball Complex". The subsequent SWOT analysis is then based on the results of these previous analyses.

**Results:** No significant obstacles were identified in terms of demographics, amenities and competition. The original financial plan and design of the site were updated and optimised as part of the work.

**Keywords:** strategic analysis of sports complex, SWOT analysis, financial plan, sports complex design