

Abstract

Title: **Multifunction Centre Eden Marketing Plan**

Objective: The aim of the study is creation of Multifunction Centre Eden Marketing Plan in cooperation with representatives of E side property ltd. company, which would be usefull in the real conditions.

Methods: SWOT, STEP analysis and analyse of competition. Interviews with E side property ltd. representatives will be made by In - depth interview method.

Results: Draw up a Multifunctional Centre Eden Marketing Plan based on analyses and theoretical bases .

Key words: Marketing plan , STEP analyse, SWOT analyse, soccer, Multifunction Centre Eden