

ABSTRACT

Title: Project CVICEPROS - senior's movement activities.

Objective: To prove sense of CVICEPROS project focused on senior's movement activities by means of strategic management, marketing and analyses.

Methods: For external environment analysis I used PEST analysis, for internal environment analysis I used SWOT analysis, concretely its part S - W. Consumer analysis was carried out by questioning seniors at the age of 60 and more, examining their attitudes, by means of special question-forms.

Results: Survey of present marketing circumstances, proposition of CVICEPROS project and elaboration of plan of activities necessary to execution of the project.

Keywords: senior, movement activities, health, project, CVICEPROS.