

The marketing plan of a company Eurocat, s.r.o. for implementation of product Gelmodel Premium to sports market

Abstarct: The thesis is focused on marketing plan for implementation of product Gelmodel Premium to sports market. Theoretical part defines basic terms – marketing or marketing plan and describes a process of completing a marketing plan theoretically. The practical part presents company Eurocat, s.r.o. and describes product Gelmodel Premium. And then situational analyse is achieved. Based on marketing analyse results there is formed optimal marketing plan for implementation specific product to market.

Keywords: Marketing, marketing plan, marketing strategy, marketing mix