Abstract

My thesis introduces a problem of value identification concerning the brand Puma in the Czech Republic.

The main objective of this thesis is to find out how is Puma perceived by the Czech population as well as how satisfied and familiar is the Czech population with its products.

The theoretical part of the thesis will deal with obtaining information and defining terms in field of marketing research, brand value and propagation.

The practical part will include data collection and its processing, which will enable this research to present concrete results. The techniques I will use are electronic questionnaire and depth interview.

Keywords: brand, promotion, sponsorship, marketing research