

# **ABSTRACT**

## **Title:**

New product implementation into fitness centre marketing strategy

This thesis is focused on the issues of attendance of fitness centres predominantly by male population. Specifically, I will look into Fitness Power, which is located in Prague.

## **Objectives:**

Using strategic analysis and marketing research, respectively using a survey to assess the current state of the fitness centre and its services and try to propose changes to the fitness centre so that it will be attended by both men and more women. My thesis will contain a proposal to create an exercise room, which has not been built yet in this fitness centre.

## **Methods:**

There will be used following strategic analysis: PEST analysis, analysis of resources, analysis of competition and also marketing research, respectively a survey. The sample for the research will be selected from the group of customers who visit any service in the fitness centre. Customers will be able to fill in the questionnaire directly when visiting the fitness centre. Based on the analysis above and marketing research will be developed SWOT analysis.

## **Results:**

Based on the results of marketing research, some measures were suggested to be able to increase satisfaction and attendance at the fitness centre. Number of changes were suggested in the proposal for a new gym and exercise room. In the gym there should be air conditioning, social facilities should be improved and some new equipment should be bought. The most significant change is the proposal to create an exercise room and a small hall for spinning. Rooms must be adapted to practice, put air conditioning and ensure adequate ventilation.

The schedule of lessons is designed, as well as prices of new services and technology and sales support, which should highlight new services.

## **Keywords:**

Fitness centre, exercise room, market research, marketing strategy