

Abstract

The subject of a thesis entitled "Setting up a System of Strategic Planning in the Parish Charity Litoměřice" is creation of a development strategy of a specific non-profit organization according to the methods of strategic management. The work is divided into theoretical and practical part. Theoretical part defines important terms, describes processes of strategic planning and depicts strategic analysis methods. SWOT analysis and results of inner and outer environment research are captured in practical part and are based on theoretical knowledge that was described in previous chapters. Results of analysis form strategic plan of whole organization. Methodology that defines procedures and describes whole process of strategic planning is then created upon the plan.