

Abstract

Title: Economics of the selected football club

Objectives: The main goal of this thesis is to work out a strategic analysis of football club FC MAS Táborsko.

Methods: The strategic analysis, PEST analysis, SAWOT analysis, Porter's model of 5 strengths and unformal interview are used in this work.

Results: The club runs pretty well in general. Its strategy is defined in correct way. The club should just try to divide its incomes into more smaller partners. The biggest problem is low home game attendance.

Keywords: Football club, strategic analysis, SWOT analysis, PEST analysis.