Abstract
The objective of the thesis is to investigate the project Epika, which includes literary website and a publishing house as well. Considering literary website, the thesis focuses on services offered to authors and its graphic design, characterizes the most frequent topics of works posted there and describes the activity of particular users. It takes into account the way how the website has developed within the last ten years and explains how Epika’s owner Jan Medek influences the project. The chapter devoted to the publishing house introduces the books launched so far. It also compares the company with other small publishing houses in the Czech Republic with respect to the number of books published per year. Based on online research among particular authors on Epika, the thesis analyses strengths, weaknesses, possible risks and opportunities of the whole project and puts them into context with the owner’s plans.