

## **Abstract**

**Title:** Image of Exel brand

**Objectives:** The objective of this bachelor thesis is to find out what is the image of brand Exel like and suggest measures which could improve the image of the brand on the Czech market. That would be based on marketing research and its obtained data.

**Methods:** This bachelor thesis uses the method of electronic questioning and interview. The method of interview was used during the meeting with representative of Exel brand for the Czech market. The data that helped to identify the image of the chosen brand was collected by electronic questioning. The interview was also used to question several floorball players to get a more detail information about the Exel brand. The research sample was chosen from fundamental aggregate of floorball players, who are the potential customers on the floorball market.

**Results:** The results of marketing research on image of Exel brand have shown that the brand holds a good position on the Czech floorball market. The brand is from the big part evaluated as quality, traditional and has the modern looking design of products. The research has next shown that floorball players do not have sufficient information about the brand. That might be caused by the bad promotion of brand, for example by absence of quality web pages. I have also tried to propose few measures which might lead to the improvement of current image. Among the recommendations belong expansion of cooperation on more extraleague teams, building a team of Czech players who would promote the brand, establishing proved news from abroad such as so called players concept and using foreign floorball stars at home promotion.

**Keywords:** Brand, image of brand, Exel, marketing research, floorball