

Abstract

Title:

The marketing plan proposal of relaxing complex

Objectives:

The main aim of this project is to create the marketing plan proposal of relaxing complex. The goal is to clarify a situation of the fitness market in Czech republic and partially in the world. Also to explore this sphere of wellness and find innovative means, which are used in modern wellness and fitness clubs. This project includes the marketing mix of providing services.

Methods:

In methodological part, this project is based on the analysis of competition in wellness and fitness sphere in Prague. This project also uses the analysis of client's requirements in wellness sphere and the interview with fitness and wellness managers. Finally there is SWOT analysis, that summarizes both the analysis of internal environment and the analysis of external environment.

Results:

This project contains the marketing mix of the suggested relaxing complex and you can read there the idea of this wellness, provided services and products, preferred attitude to clients and presentation of whole complex. There is also the propagation plan, the question of human resources management and the price policy.

Keywords:

Wellness centre, fitness centre, marketing plan, innovation, marketing mix, target market.