

## **Abstract**

**Title:** Comparison brand image of Salming in Czech Republic and Denmark

**Objectives:** The main objective of this thesis is to compare the image of the brand Salming in Czech Republic and Denmark, on the basis of the general floorball public perception that floorball brand in those countries. Another objective of the thesis is to present proposals and recommendations, that should lead to improved brand image Salming.

**Methods:** For the purpose of this thesis was made marketing research. There was obtained the necessary data through written interviewing method, by questionnaire form. Then was data, from Czech Republic and Denmark obtained, compared by method of comparison.

**Results:** Was found that the brand Salming is established and known floorball brand in Czech and Danish market of floorball equipment. There is good brand awareness between general floorball public in both countries. But the brand's position in Denmark is not so strong like in Czech Republic. The result of the thesis are the draft recommendations to improve the image of Salming.

**Keywords:** brand, image of brand, strategic management, marketing research, floorball