This diploma thesis deals with issue of optimization of information needs in engineering company Weiler s.r.o. This work consists of theoretical background, on which is established practical part, which contains strategic analysis of companies environment and information needs. There is processed strategic plan of optimization in three alternatives on these foundations – pessimistic with no change in the company, realistic, which counts with use of one information worker and optimistic, which counts with establishing an information department in the company. The final plan is elaboration of realistic alternative including financial plan, which contains the electivity calculation.