Abstract

**THE MARKETING STRATEGY OF A COMPANY LULULEMON FOR IMPLEMENTATION BRAND TO CZECH MARKET**

**Objectives:** The thesis is focused on preparing the marketing strategy for Canadian company Lululemon which would like to expand to Czech market. This document will be used as an important support for the company while entering on a Czech market.

**Methods:** Based on results of situational analysis is formed optimal marketing strategy for the company to expand on Czech market. In thesis I used methods of analysis of macro environment and micro environment, Porter five forces analysis and SWOT analysis, which identify internal and external environment of company. I also used method of personal questionnaire.

**Results:** According to PEST analysis the situation in Czech Republic is stable and signal the safety and future profitability for Lululemon company. If company wants to compete with the known sports brands they have to invest more money to mass propagation and open new stores.

**Key words:** marketing, marketing strategy, marketing mix, PEST analysis, SWOT analysis