

## **Abstract**

### **Title:**

Marketing research of quality services in Sport centre Palmovka

### **Objectives:**

The goal of this work is determination of service quality offered by SC Palmovka by method of questionnaire investigation.

In the final part are the my recomendations for this sport center which are based on theoretical knowledge and research results.

### **Methods:**

For marketing research was used the method of on-site survey. The selection is consisted from customers of SC Palmovka who were selected by simple selection.

### **Results:**

The final information is organized in graphs in result section.

### **Key words:**

Marketing, research, services, questionnaire, sport centre.