

## **Abstract**

**Title:** Marketing plan of Lady fitness

**Objectives:** The aim of this work is to create marketing plan for fitness company Lady fitness, which provides fitness services exclusively for women. Hypothesis is that Lady fitness doesn't deal with marketing planning.

**Methods:** Qualitative and quantitative methods were used in this thesis. The main methods used in this work include a questionnaire, qualitative interviews, SWOT analysis, an informal interview and STEP analysis.

**Results:** The author made detailed analysis of Lady fitness and it was found the marketing of the company was a great failure. The author created a marketing plan for next year. The plan is for 1<sup>st</sup> September 2013 to 31<sup>st</sup> August 2014.

**Keywords:** Marketing plan, marketing mix, marketing strategy, services, fitness