

Abstract

Title: Marketing mix of Bohemians Praha 1905 and proposals for its improvement

Targets: Overall evaluation of individual components of the marketing mix club Bohemians Praha 1905, on the basis of documents subsequently propose concrete solutions to help improve current marketing mix that will lead to more satisfied fans.

Methods: To obtain information about the current marketing mix is used structured interview. Satisfaction surveys of fans Bohemians Praha 1905 current marketing mix is done through electronic polling. For the analysis of the current marketing mix is used in the case study. Analysis of conditions is examined through PEST analysis, Porter's model of five forces and subsequently is applying SWOT analysis.

Results: Through the study of the marketing mix Bohemians Praha 1905 were found deficiencies. As the biggest problem seems to be lack of parking for visitors football game, which was close to the stadium. Another important deficiency in the provision of services is poor state of toilets in the stadium.

Keywords: marketing mix, marketing, sports marketing, Bohemians Praha 1905