

*The aim of my bachelor's thesis is to build a marketing plan for a wellness studio that I would like to implement in the near future.*

*The studio will be named HarmonyGym, Ltd. This marketing plan should help avoid problems at the beginning of its operation.*

*The reasons for the implementation of the study are improvised conditions for practicing yoga, power yoga, pilates, as well as the lack of wellness services such as massages, saunas, etc., prevailing in Brány nad Labem – Stará Boleslav.*