

## **Abstract**

**Title:** Comparison of defined subjects on the dance field

**Objectives:** The main target of this thesis is creation of analyses of two dance groups from Czech Republic, specifically Paul-Dance Jilemnice and Enliven Centre, followed by mutual comparison and creation of set of recommendations to help improve their further work.

**Methods:** In this thesis I used the internal analysis, PEST analysis and comparative analysis, on whose basis I created SWOT analyses of both dance groups, thanks to which I suggested possible recommendations.

**Results:** This thesis brings information about their current situation to both dance groups, points out the shortages and recommends steps for improvement. Both groups have been affected by worldwide economic crisis, which caused not only loss of members, but also loss of sponsors. Moreover, Paul-Dance collects low membership fees, which ensure stable flow of finance to the budget; Enliven Centre does not have all individual age categories filled.

**Keywords:** associations, dance, dance group, internal analysis, PEST analysis, comparative analysis, SWOT analysis