

Abstract

Title: Business plan of the use potential of the sports venues for the Psychiatric Institution of Bohnice.

Objective: The thesis presents a business plan concerning a commercial use of the sport venue in the Psychiatric Institution of Bohnice. The objective is to provide information needed to the institute management for managerial decision as to the commercial use of sports venues in order to increase the income from additional activities. The issue for the institution management remains whether or not this business plan is to be put in place within the framework of additional activities by Governmental non-for-profit organisation or a civic association, of which the Psychiatric Institution of Bohnice is the founder.

Methods: The methods applied in the diploma thesis are as follows: descriptive, comparative, financial and the SWOT analysis, and interview and a survey. The descriptive analysis focuses on the description of the sports venues' current condition, the comparative analysis deals with their competitiveness, the financial analysis covers varied financial flows of the project, the SWOT analysis determines the topical strengths, weaknesses, opportunities and threats of the business plan. The use of an interview then fine-tunes the business plan as such. The survey is conducted to carry out a simple research on the institution's patients.

Results: Tailored business plan for management of the Psychiatric Institution of Bohnice, including financial analysis.

Key words: business plan, non-for-profit organisation, civic association, additional activities, advertisement, public relations, financial analysis, sports venues of the Psychiatric Institution of Bohnice.