

## **Abstract**

**Title:** The analysis of Hervis Sport a móda, s. r. o marketing mix.

**Objectives:** The aim of this bachelor thesis is to analyse current marketing mix of the company and according to selected research methods identify its adjustments, which would lead to optimization of company performance and its profit, increase service quality and better communication with potential customers.

**Methods:** The marketing mix analysis is performed using quantitative marketing research. The basis collection of methods used in the thesis is situation analysis to understand the organization's external and internal environment.

**Results:** The results of research indicated that company Hervis Sport a móda, s. r. o. didn't hold a favorable position due to competition. Selected research methods allowed me to collect sufficient number of required information and subsequently propose measures for each marketing mix category.

**Keywords:** marketing, promotion, marketing mix, situation analysis, recommendation, SWOT analysis