

Abstract

Objectives:

The main objective of this thesis is to analyse football club FC Bayern Munich. This thesis analyse organizational structure, finances, infrastructure of the club, its market position and marketing. The other objective is to create prognosis of future finance development of the club.

Methods:

Document analysis, interviews and SWOT analysis are the main methods used in this thesis.

Results:

FC Bayern Munich is very well organized club. It belongs amongst the best teams in the world by the sport results. It is one of a little, that has profit every year and has no debts. As the prognosis say, Bayern will be one of the best teams in the world in the future and will set course in football development.

Key words:

Football, analysis, FC Bayern Munich, prognosis