

## **Abstract**

Bachelor thesis *The Company Pandora on The Czech market in 2010-2014* deals with the company PANDORA and its marketing strategy and communication forms, which the company applies on the Czech market. It also describes the entry of the brand on the Czech market and compares it with its directly competitive brand Trollbeads. Next section is devoted to a description and analysis of the main tools of communication mix which the brand utilized within its communications during the specified period. The last section is devoted to quantitative research that was conducted to obtain information on the status of PANDORA on the Czech market, purchase motives and loyalty of its customers. The conclusion of this thesis is a detailed description and analysis of the marketing activities of Pandora partly supported by research results.