

Abstract

The diploma thesis follows up the treatment of marketing plan in area of concrete home care service development. The purpose of the thesis enlarges field home care service by the development of appropriately chosen marketing plan.

The first, theoretical, part of thesis explains marketing including related terms, and it analyzes strategic management and the concept of strategic analysis. It describes a law about the social services and the principles of senior care in real surroundings in case of the demographics.

The practical part has been articulated for the research chapter, including marketing research between home care service consumers/clients, and the analytical chapter. The result of marketing strategic analysis. On the base of detected documents was developed the marketing plan, which is covering appropriate marketing mix for development concrete field home care services.

In conclusion there are valorized objectives of marketing plan realization, and there are another recommendations, whose contribute for enlarge of services and the success of the organization at the market.

Keywords: demographics, field home care service, marketing, marketing mix, marketing plan, marketing strategy, senior care, strategic management