Abstract

Title: THE MARKETING PLAN OF TRINITY FITNESS

Goals: Carry out situational analysis of Trinity fitness by using a secondary data. Based on this to design a marketing plan that will help consolidate Trinity fitness market position.

Method: In this bachelor thesis has been used document analysis, Porter five forces model, portfolio BCG matrix, PEST analysis, SWOT analysis and construction of grid.

Results: Result is marketing plan of Trinity fitness for the year 2015 containing all the essentials. The thesis can serve as template when creating a marketing plan for sports services or can be used in the practice by Trinity fitness.

Key words: Sports services, marketing, situational analysis, marketing plan