

Abstract

- Title:** Marketing plan of fitness Natalie in Český Brod
- Objectives:** The aim of this bachelor work is based on analysis of marketing plan, which was applied in 2014, to suggest adjustment of marketing plan for 2015 and 2016.
- Methods:** In bachelor thesis was used qualitative research methods. Particularly it involves about depth interview with manager of fitness and two regular clients of fitness Natalie. Next research methods were unstructured observation of marketing mix and analysis of documents.
- Results:** One of most significant results of competition analysis is discovery that fitness Natalie, in comparison with other fitness centers in Český Brod and its near surroundings, promotes most intensively its services. Most significant Natalia's opportunities are lower interest of young people in competitive fitness centers in Český Brod and its near surroundings. Most significant Natalia's strength is amount of opening hours during week. Between most important adjustments of fitness Natalia's marketing plan belong creation weekly schedule of fitness services, reduction amount of fitness machines and creations of rest zones.
- Keywords:** Marketing mix, product, competition, fitness services