

## **Abstract**

**Topic:** The evaluation of customer satisfaction at CELEBRITY BOXING PLACE.

**Objectives:** The main goal for this thesis is to define the current client base with a high emphasis on finding overall weak points in customer satisfaction concerning offered services of Celebrity boxing place in order to find new ways of possible improvements and increasing the client base in the future.

**Methods:** The first method used is paper questionnaire that was given to current clients visiting Celebrity boxing place on a regular basis. This method is followed by sending evaluation emails to former clients. The analysis of those results will be the key factor for forming a variety of recommendations for CELEBRITY BOXING PLACE in the future.

**Results:** The current base of loyal clients proved to be large and still growing due to high quality of offered training sessions, professional attitude towards clients and friendly atmosphere. The potential improvements showed to be improving services and local equipment.

**Key words:** boxing, combat sport, satisfaction, questionnaire, quality of services