

Abstract

Name: Marketing mix of FitBenefit Company

Aims: The main aim of this thesis is to create an appropriate marketing mix for the company FitBenefit based on the findings of demand for its products. FitBenefit offers compensatory and rehabilitative exercises for sedentary jobs. However, the company is not actively running at the moment and the aim is to help it achieve resurgence. The company offers services, hence marketing mix does not only include 4 but 7 P's in total; Product, Price, Place, Promotion, People, Physical Evidence and Process. Another aim is to compare two target groups of the service's consumers; employees for whom the service is intended and the boards of the companies which decide whether the service will be accepted or not.

Methods: The first step to be used in this thesis was a market research, both quantitative research of employees and qualitative research of the companies' management. The quantitative method provided a sufficient number of responses, and thus enabled the right assessment of interest in the service. The qualitative method was used to examine the management of the companies to obtain detailed information; especially information regarding barriers of establishing the service in the workplace.

Results: The results of the market research indicate an interest in the compensatory service in the form of employee's benefits. Employees will be happy to get use of this service and employers are willing to offer it to them under certain conditions. The perception of the current marketing mix is positive in grain. Based on the confrontation of both sides in the research and on the analysis of the current marketing mix, adjustments were suggested to reach better efficiency. The company itself shall be provided with the performed research for its own use.

Key words: Marketing mix, Product, Price, Place, Promotion, People, Physical Evidence, Peocess, 7 P's, FitBenefit, Compensatory exercises, Rehabilitation, Employee benefits