Abstract

Title: The bussines plan for building a climbing centre in Velim

Objectives: The main objective of the Bachelor thesis is to make a bussines plan for building a climbing center in Velim.

The theoretical part will summarize and describe the theoretical basis for the practical part.

In the practical part, I will first determine profitability from an entrepreneurial perspective in terms of costs and anticipated revenues. The first partial objective is to create individual analysis, especially analysis of competition, whereas the second partial objective is implementation of the project into the non-profit sector. Part of this objective will be the creation of a climbing club.

Methods: For the theoretical analysis of the work, descriprive analysis of all sources was used. For the practical part, I used descriptive analysis of basic concepts as well as SWOT, PEST and competition analysis. It was necessary to find a suitable location and create a business plan. I also contacted the owners of some clombing centres to learn more about fundings they received, their legal forms of the business, and average visitor traffic.

Results: The results will be usefull for the possible realisation of the climbing centre, be it by me or someone else.

According to calculations in chapter 7, I found the wall to be profitable in the first place thanks to courses. Thereby it would be possible to refinance and even pay off the mortgage loan ahead of time. I was able to predict traffic thanks to informations I recieved from comunicatin with Martin Altman of the LezeTop climbing wall in Písek and thanks to him I was able to make calculations in Chapter 7.

In contrast, the practical part is designed to compare the establishment of the association to that of a limited liability company. A climbing association developes sports infrastructure of the village and offers fulfilling leisure activities for children and young people in the village of Velim.

Keywords: Bussiness plan, alliance, climbing, climbing wall, climbing center