

Abstract

Title: **Price building - the issue of pricing on the example of the entry fee to Gigathlon Czech Republic 2016**

Objectives: The main objective of this thesis is to determine the price rally in the endurance race Gigathlon Czech Republic 2016. Another goal is to analyze the race Gigathlon Czech Republic in 2016 and the formation of the costs (expenses) in this race. The aim of this thesis is the analysis of competitive races.

Methods: The work methods were used to calculate the price of the entry fee - cost method, competitive pricing and the method according to the return on investment. Further analysis method was used, which was used in the analysis of plant Gigathlon and competitive races. The last method was an interview which was obtained information about the race Gigathlon Czech Republic in 2016 by the main organizer of this event.

Results: Entry fee rates for the category Team of five and Couple were achieved using the method of competitive pricing. The single category for this method was determined while the highest price. In the final pricing has been used only a combination of methods, but also to take into account the expected number of competitors and the Swiss pricing model. The results were then compared with the actual price of the entry fee. Between the amounts are only slight differences that are caused by the other amounts to one competitor (lower in organizing agency). Competition was searched among endurance races, but none of them does not exactly match the plant model Gigathlon.

Keywords: price building, Gigathlon, competition, endurance race