

Summary

Title: Marketing plan of Dance centre

Aims: Create a proposal for a new Dance Centre in Prague, evaluation of competing center, create a promotion proposal of my own centre.

Method: S-W analysis, marketing research, consumer's analysis and analysis of competition.

Results: Create a proposal of schedule for dance lessons in my own dance centre, location of the centre, create a specific advertising campaign and financial plan.

Key words: Marketing plan, company, marketing research, marketing mix, target groups, publicity and promotion, dance centre, open class.