ABSTRACT

My thesis engage in the strategic planning process when introducing new residential services Educational care centers, Pšov for children at risk of developing behavioral disorders under the age of 15 years. The aim of my work is both to create a business plan for the introduce of new services using both quantitative research methods to find out what factors influence the choice of clients of educational care centers when choosing a Educational care centers?

The first part deals with strategic planning and business plan, created by the organization for its long-term vision. Subsequently, the theoretical part I also describe the approach and educational care centers.

The practical part of the thesis deals with the analysis of data obtained from clients of educational care centers and strategic analysis. The last part is devoted to developing a business plan based on the data obtained.

Key words: strategic planning, strategic management, business plan, the Centre of Educational Care