

Abstract

Title:

Marketing concept proposal of the Česká zbrojovka Inc.

Objectives of the Thesis:

Destination work is limit and put across to concept marketing, promotion and with them concerted other terms so, in order to could be use in other part work. Describe history of Česká zbrojovka Inc. and with help of descriptive analysis, PEST analysis and SWOT analysis analyse her threat, opportunities, weaknesses and strenghts. Analyse competition and describe focus group Česká zbrojovka Inc. In case sufficient promotion suggest in synthetic part possibility solution.

Methods:

Descriptive analysis, STEP analysis, SWOT analysis.

Results:

Result work are accomplished by analysis Česká zbrojovka Inc., dismantling competition, specification customer and existing promotion. In synthetic part afterwards suggestion new possibility promotion and their incorporate into one-year plan shooting team Česká zbrojovka Inc.

Key words:

Marketing, promotion, competition, Česká zbrojovka Inc., shooting team.