

Abstract

Name:

Radegast Index Marketing Strategy

Objectives:

This diploma thesis deals with the research of the Radegast Index project, which is for the fifth year official statistics of the highest Czech ice hockey competition. The work was complemented by expert studies on the subject. The main task of the work was to find out the awareness of the Radegast Index project and the association of Radegast with hockey at all. Then design the strategic solutions resulting from the results of questionnaires, interviews and SWOT analysis and can serve to improve the project itself.

Methods:

The research of the Radegast Index project and the association of Radegast with hockey was conducted using a questionnaire. Another important part of the research was the interview with the Radegast brewery brand specialist and the SWOT analysis of the project.

Results:

As a result, I will propose Marketing Strategies that will raise awareness of the connection between Radegast and the ice hockes as well as the Radegast Index.

Keywords:

Hockey, Radegast, strategic solutions, SWOT analysis