

## **Abstract**

**Title:** Management and Marketing Concept of Production for the Development of Motorcycle Sport

**Objectives:** The aim of the thesis is to assess the options to connect a concept of motorcycle sport for all with a selected segment of sports tools production (motorcycles) by designing a management and marketing concept for a domestic motorbike manufacturer in this segment with the aim of its further development. The combined function and object based concept involves a functional aspect: evaluation of the connection of the concept of a sport for all with a selected segment of sports tools manufacturing; and the object aspect: to design a management and marketing concept for a domestic manufacturer in the selected segment.

**Methods:** The author applies general scientific methods as well as specific methods used in economic sciences. The study uses experiment and questionnaire survey with abduction as empirical methods representing theoretical or, as the case may be, logical methods. Explanatory methods are represented by analysis, synthesis and abstraction; the quantitative data was used for the deduction of possible causal relations; induction was used to facilitate formulation of conclusions relevant for the objective of the thesis. An important working method is also comparison, especially time comparison; further methods used are analogy and specification focusing on the determination of motorcycle sport location in terms of a sport as a unit and motorcycle production as a sports tool in the production and marketing in general.

**Results:** Based on the description of motorcycle sport history in the international and national scope, motorcycle sport in the thesis is defined as a suitable part of sports for all in terms of its categorization against other sports types.

The author designs a management and marketing concept for the motorbike JAWA 50 Robby Cross, which involves two lines: motorcycle sport development and profitability of the motorbike manufacturer. The designed management and

marketing concept has three dimensions: manufacturing – financial and communication – as a basis for the integration of this element in overall strategy of the Czech motorbike manufacturer. It is connected with the strategy that aims at the development of sports for all in the field of motorcycle sport.

The marketing research carried out (the Melechovský Circuit study) explicitly demonstrates the interest of the target group in such activities, especially in regard to the fact that majority of the respondents do motorcycle sport as a relaxation activity. This fact substantiates the change in the teleological perception of motorbike as a product. On the other hand, only minor part of the respondents is active in motorcycle racing.

The thesis proves that Czech conditions show a strong potential for the connection of strategic development of motorcycle sport as a sport for all with the Czech motorbike manufacturer.

**Keywords:** motorcycle sport; sport for all; sports tools; teleological aspect; the Melechovský Circuit; management and marketing concept; JAWA 50 Robby Cross.