

## **Title**

Analysis of Marketing and PR activities of Lidl Czech Republic in years 2017–2018

## **Annotation**

The aim of the bachelor thesis „Analysis of marketing and PR activities of Lidl Czech republic in years 2017–2018“ is to describe selected communication activities of the company, that is specific in its philosophy based on major sale of private labels and also the concept of different thematic weeks, which contains besides products from food sector even products from non-food sector. The company has entered the Czech market as a discount store with aggressive price policy and was perceived this way by customers, however then it changed its business model and has introduced a new concept through which it aims to offer quality products at the best prices. This new conception is presented mainly by the modernization of its stores, but also by other activities with aim to get better image and to target a new segment of customers. The purpose of this thesis is to describe and analyse these activities and channels, which the activities are carried out through, in form of marketing mix and Kotler's 4Ps. Another intention is to find out through primary quantitative research whether customers of Lidl still perceive the company as a cheap merchant, or as a successful brand, which offers quality products. In addition, the thesis is topped up by a semiotic analysis of the cover page of the action leaflet, given that the concept of these leaflets is unique in the Czech market.