

Abstract:

Title - Customer satisfaction with the services of Wellness fitness centre Hany Bany

Target of work - To obtain marketing information about customer satisfaction with services in Wellness fitness centre Hany Bany and further use of this information to give recommendation to increase quality of provided services.

Methods - The whole work is framed on base of theory consisting on matters of satisfaction in the first place. For target of work – finding degree of customers' satisfaction with services of the centre – the marketing research contains questionnaire and semi-structured interview with centre owner. Respondents' answers are shown in graphs and descriptions.

Results - Found data provides owners of the centre inherent information of customer satisfaction with services of the centre, point strong and weak parts of the centre and information about customer opinions. This bachelor thesis is important material which contains not only evaluation of customer satisfaction but also some recommendation for improvement of current situation of the centre.