

Abstract

Title: Marketing mix of JOYfit studio

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Objectives: The objective of this thesis is to analyze the current marketing mix of the JOYfit sports studio and the compilation of a SWOT analysis and on the basis of the gathered information suggest eventual adjustments of the current marketing mix, which should help the company to get a higher number of customers.

Methods: In this thesis the evaluation of the current marketing mix was conducted using the marketing research. The qualitative method was used – informal interview and quantitative method specifically using the surveys. The other method used was the situational analysis using the SWOT analysis to determine the strengths and weaknesses, opportunities and threats.

Results: The marketing mix of the JOYfit sports studio has very positive evaluation. The results of the research shown that some changes are needed only in a few areas. On the basis of the gathered results the suggestions for improvement has been made, mostly changes of these parts of the marketing mix: promotion, process and presentation. In the field of promotion, the suggested changes concern the up-to-date status of the website, Facebook site, outdoor advertising and benefits for customers. Within the process, the change of the opening hours was proposed. In terms of presentation the suggested changes are the extension of the dressing area and the sports grounds.

Keywords: marketing mix, 7P, SWOT analysis, JOYfit studio