

ABSTRACT

| | |
|-------------------------|---|
| Thesis name | Strategic plan for development of volleyball club TJ Sokol Žižkov |
| Thesis objective | The aim of this bachelor thesis is to prepare a strategic plan for the development of the volleyball club TJ Sokol Žižkov for three years from 1st September 2018 to 31th August 2021. |
| Methods of work | Qualitative interview with club trainers, analysis of texts and documents, SWOT analysis, |
| Results | <p>SWOT analysis revealed the strengths and weaknesses of the club and set out the main lines of strategic steps.</p> <p>An analysis of competition has shown that the biggest threat is the Prague teams operating in the same competition, which can exclude a volleyball club about potential sponsorship.</p> |
| Key words | sports club, volleyball, strategic management, planning strategy, non-profit organization |