

## **Abstract**

The goal of this bachelor thesis is to create a business plan detailing the establishment of a digital agency. The theoretical part first establishes the term business and the procedures connected to founding a company in the Czech republic. Furthermore, it explains the purpose of a business plan and describes its structure. It also focuses on various tools and methods of digital marketing, which shall be used by the newly founded digital agency.

The practical part is dedicated to formulating a specific business plan. In order to gain a better understanding of the target group, a survey in the form of a questionnaire was conducted. This data, together with SWOT, SLEPT and Porter's Five Forces analyses, was used to create a marketing plan. The viability of the business plan was then supported by a financial plan.