

## **Competition in the market of mobile operators in the Czech Republic – Abstract**

The aim of this bachelor thesis is to define the term competition, to describe its types and to look how it works in market economy. Competition is the topic of the first part of the thesis, which is divided into three subchapters. The first one is about perfect competition, second one about imperfect competition and its kinds. The third subchapter is dedicated to the market regulation. The second part defines the unfair competition. The first subchapter of this part defines the aggressive business practices, which means what is allowed and what is banned when it comes to selling and promotion of things and services. The second subchapter describes some specific cases of unfair competition aimed to offenses of the Czech mobile operators. The third part introduces the three main providers of telecommunication services on Czech market – T-Mobile, O<sub>2</sub> and Vodafone. In the fourth part is validated the current situation on The Czech telecommunications market, next subchapters talk about termination rates and the recent cancel of roaming fees in EU. Next are the price comparisons of mobile data, calls and SMS at European level. The final two subchapters of this fourth part are about specific effects of price and non-price competition on the Czech mobile market. The conclusion summarizes all the important stuff of the thesis. On the end is located the summary of web sources, graphs and tables.