

## **Abstract**

**Title of thesis:** Women 60+ as a target group for providing commercial sport activities

**Objectives:** The main aim of diploma thesis is a proposal of marketing concept for offering physical activities to target group of women 60+. This kind of conception will help to complete the business plan.

**Methods:** For elaboration of diploma thesis is utilized a quantitative method a written questionnaire survey so as qualitative method as semi- structured interview to clarify and verify questionnaire survey. Survey is realized with target group of senior women 60+. For a market analysis is used a content analysis, based on content data of the Czech Statistical Office.

**Results:** The results of the research showed that a significant part of the target group of seniors older than 60 years tends to live in an active way and is interested in improving the quality of life through physical activities. The results of empirical research made it possible to develop a marketing concept, on the basis of which the program Vital Woman 60+, specializing in seniors' exercises, was created. A significant number of respondents is beginning to take advantage of modern communication technologies, so the offer of an exercise program can be presented to potential clients both by traditional printed media and by e-mail.

**Key words:** Pilates, yoga, aerobic physical activity, target group 60+, appropriate physical activity, seniors, demographic outlook, aging, motivation