

Abstract

Title: Application of a business plan for the development of Judo Heroes, Institute

Objectives: The main goal of this thesis is to apply the business plan to the condition of non-profit organisation Judo Heroes, Institute (JH), so to help the founders or other employees with strategic management or provide a substruction of external fund.

Methods: The thesis contains desk research based on data analysis provided by Czech Statistical Office, Judo Heroes, Institute, their founders and Czech Judo Union. Other ressource was data on competitors websites, The Ministry of Education, Youth and Sports and individual schools. The research in the analysis of direct competition contained 4 competitors, which are (according to criteria set by the author) all direct competitors operating on the market. A simplified SWOT analysis was created for the largest direct competitor. The research in the analysis of indirect competition consists of 374 sports clubs and is based on websites study of all Prague schools, which present the prices on web. The incomes and outcomes analysis is based on the Institute's internal data.

Results: The founders and members of the Institute should be aware of different character of Judo Heroes compared to other clubs that can be customers, competitors and partners depending on the product offering. Founders should also consider other competitors and other customers of every single product. Generally, the biggest competitor is Judo Kidsport, Institute which is the biggest judo club in the Czech Republic and operating throught all Prague. One of the biggest issue of Institute is administrative full- time worker. In that case JH Institute should have 3 weeks of camp, 6 suburban camps and lead 10 school clubs.

Keywords: business plan, non-profit organisation, judo