

## **Abstract**

**Title:** Wilson Tennis Center Marketing Activities and Their Innovative Approach

**Objectives:** The objectives of my masters thesis is giving the suggestions for improving the company current situation for the upcoming years, based on information from my analysis.

**Methods:** Methods of my approach to this research were analyzing the data from my quality research, identifying the strenghts and weaknesses of the company. Based on these methods I suggested these major improvements fot the overall improvement of the company situation.

**Results:** The research has shown that the biggest strenghts of Wilson Tennis Center are: advanced material equipment and large spacious facility, well air – conditioned solid structure building of the tennis facility, high number of tennis courts etc. The most common weaknesses people in my research were mentioning were the overall attitude of the restaurant staff, lack of social and sports events for the overall client base – recreational client and kids, lack of well, propriately a sufficiently illuminated courts. The main suggestion from me is to create a new public relations manager position who would be able to and responsible for the new changes to be implemented.

**Keywords:** Marketing of sport, Marketing mix, Quality research, Sport, Recreational tennis