

## **Annotation**

This bachelor thesis focuses on the direct competitors of leaders in various markets and their marketing strategies and practices. In the theoretical part, important factors of brands such as branding and positioning are discussed and these theoretical terms are interspersed with practical examples. The practical part then uses in-depth interviews and analyzes to describe the marketing strategy of CZC.cz, which it uses against its more successful competitor Alza.cz. The goal of the thesis is to find out whether profiling to the position of the second most successful company in a given segment is advantageous for brands and whether there are any connections between different industries and strategies.