

Bachelor thesis is focused on employee stabilization and activities connected with it. Stabilization is a complex term that involves different personal activities. It is important to do quality recruitment and right introduction of new employees. This is basement for next development and stabilization. People are motivated by different elements of motivation and it is a task for manager to discover kind of employees motivation. Compensation is one of the most important stabilization elements. It is important to make good relationship between compensation and effort of employees. This way helps to differentiate high and kind of compensation.

Practical part of bachelor thesis is connected with Coca-Cola HBC. This company runs own distribution network as one of the few. Operation of distribution is connected with many requirements – i.a. necessity of recruitment of new employees for driver positions. Truck drivers are very scarce positions on a labour market. There is a need because of this facts to choose right way for presentation of vacancies for aim at enough applicants. We can declare, based od analyse of present advertising that there is no clear concept for appropriate way of vacancies presentation. There is no level of attractiveness control of periodical for applicants. Marketing analyse of periodical popularity should be solution. It is clear that there is no enough informations for definition of drivers motivation. One of the possibilities should be usage of questionnaire. Outputs of it we can compare with leaving reasons of employees in next step. We should unfold stabilization program on the basis of it.