

Abstract

Title: Marketing mix of fitness center FreshKruháč during the pandemic situation

Objectives: The main goal of this bachelor's thesis is to propose recommendations to improve operation of the fitness center FreshKruháč in crisis situation. Recommendations will be based on evaluation of individual tools of the marketing mix and on the identification of problematic areas during pandemic.

Methods: The evaluation of the marketing mix was carried out by analysing the center's website and social networks. In addition, the interview was conducted with the center's management to identify information that was not traceable and to compile a list of strengths and weaknesses. The last method used was pairwise comparison, which determines the importance of the center's weaknesses and strengths during the pandemic.

Results: Based on the evaluated marketing mix, a list of strengths and weaknesses was developed with the management of the center. The determination of their importance by means of a pairwise comparison method, which was carried out by the staff of the selected fitness centre, served as a basis for suggestions for improvement. The recommendations serve to make the centre more effective in the next potential crisis situation. On the contrary, the summary of the most important strengths provides inspiration for other fitness centers.

Keywords: marketing, services, pairwise comparison covid-19, fitness center