

Abstract

CORPORATE IDENTITY OF HC SLAVIA PRAHA AND ITS UTILIZATION IN COMMERCIAL ACTIVITIES

Objectives: The aim of this work is to assess the corporate identity of HC Slavia Praha and its utilization in commercial activities. The next object is to propose new instruments to reinforce existing components and integrate new elements.

Methods: Case study, document research and interview were methods used for the elaboration of this thesis. We applied the acquired information to assess current corporate identity and to compile a SWOT analysis. Following corporate identity improvements are based on SWOT analysis's results.

Results: Thesis described general signs of corporate identity of HC Slavia Praha in its complexity and together with its utilization in commercial activities. Through the SWOT analysis we emphasized main assets and limitations of HC Slavia Praha in this field and suggested the improvement of actual state of affairs. We can summarize all suggestions into one fundamental point which is to focus on the growth of audience during home games and as a result the building of a strong brand of HC Slavia Praha.

Keywords: marketing, communication mix, corporate identity, ice hockey, HC Slavia Praha