

Abstract:

Name: Suggestion of shop and eshop with ice-hockey equipment and services.

Targets: Target of this essay is to make a proposal of ice-hockey store that has been already in place providing products and services to customers. All the recommendation for the future improvement will be described and discussed.

Methods: In this work was used competitor analysis and SWOT analysis was made from the results of the competitor analysis .

Results: The result of this work is a whole plan that contains all needed specifications of a succesfull business and serves for an objective view on the business.

Key words: Marketing mix, hockey shop, e-shop, competitor analysis, SWOT analysis