

Abstract

Thesis name:

Ice Hockey Players' Association strategic plan project

Thesis aims:

The main aim is to describe both external and internal environmental forces of Ice Hockey Players' Association and to design a complex strategic plan project for a specific time period 1.8.2012 - 31.7.2015.

Methods:

Supportive analytical methods SWOT and STEP were used as a descriptive analysis for identifying the initial situation of the organisation. Within the bounds of the descriptive analysis, focus group, and interview were used.

Results:

The outcome of this thesis is a complex project of Ice Hockey Players' Association strategic plan based on results of used analyses.

Keywords:

Players' association, Ice hockey, Strategic plan, SWOT analysis, STEP analysis, Non-profit organization.