

## **ABSTRACT**

### **Title: Marketing Research of the value in selected sports brand AND1**

The main objective of this bachelor thesis is to determine how people in the Czech Republic, who are acquainted with basketball environment, perceive and know the sports brand AND1. There are presented definitions that clarify what brand is, how we understand the brand equity and how the equity of the brand can be measured and methods used to achieve the objectives of this thesis. In the practical part this thesis concentrates on assembling together data and further processing of the gained data into particular results. The results are assessed in the final part and if some of them are negative, there are made recommendations that could bring positive results.

**Key words: brand, equity, marketing mix, marketing research, SWOT analysis.**