

## **ABSTRACT**

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

Objective of this bachelor thesis is to determine by questioning and evaluating the results of the questionnaire, how basketball players perceive the value of sports brands AND1, to analyse the brand using SWOT and PEST analysis and then establish strategies to improve communication with customers by means of the 4P marketing mix - product, price, promotion and distribution.

Key words: SWOT analysis, PEST analysis, questionnaire, communication, results, value, brand, strategy