

## **ABSTRACT**

The thesis describes the process of creating an internet shop Sportex.cz from its beginning. The aim is to describe and explain each step of this process. First, buying online e-shop solutions, then choosing a domain name and managing the business to create a successful online store. I have been in the internet business for over three years and have extensive experience with running an e-shop, Sportex.cz, which serves as an example for describing all procedures. The process and the thesis are divided into three parts. Presentation of company, description of individual procedures and their evaluation and final evaluation. The description of individual procedures explains my choice of the steps I selected. In the Final evaluation I describe and sum up the results of the individual steps.

**Keywords:** internet shop, e-marketing, internet, Sportex