

Abstract

This thesis is mainly focused on the creation of a new strategy for one Czech company operating in the software market, in order to reinforce its position in this market and increase its competitiveness. Moreover, an effect of change of the legal form within the fulfilling of the proposed strategy is analysed here.

After a brief introduction in (mostly) legal aspects in terms of forms of entrepreneurship, particularly limited liability company and joint stock company, the internal and external analysis of the company under consideration is conducted, focusing especially on SWOT analysis of the company and on the prospective impact of the transformation on its components. The following part describes the proposal of the new strategy which is created on the basis of the standard strategic framework and then, Balanced Scorecard method is used for strategy development into sub-indicators and strategy implementation itself.

According to the confrontation of the factors of SWOT analysis with the transformation of the legal form presented above and according to the final analysis of the effect of this transformation on the implementation of the individual strategic goals, the transformation is evaluated as a useful step in the operation of the company. As a conclusion, there are therefore several steps recommended the company under consideration, to make the strategy implementation easier.

Keywords

Limited liability company, joint-stock company, legal forms of entrepreneurship, strategy creation, SWOT analysis