

Abstract

Title: Marketing Communication of Recently Made Ladies' Eshop

Objectives: The main aim of the Dissertation thesis is to create marketing communications for recently made ladies' eshop. This main aim will be reached on the basis of marketing research.

Methods: In this thesis I will be use a marketing questionnaire, which will be source for marketing communications for recently made women's eshop Activelady.cz.

Results: With the help of marketing research was the properties and behaviour of women's sports were identified, as well as a new potential women's customers for eshop Activelady.cz. After that on the basis of this anonymous questionnaire were created a few suggestions for marketing communications between eshop and customers. Individual suggestions will be provided to owners of the new women's shop Activelady.cz to improve marketing communications with potential customers.

Keywords: marketing communication, marketing research, eshop