

## **Abstrakt**

**Title:** Marketing strategy of the tennis club Start Tennis Liberec.

**Objectives:** This diploma work targets on marketing analysis of the tennis club Start Tennis Liberec. The main objective of the work is to find out the current marketing situation of the tennis club and suggest a strategy, which guarantees its better future progress.

**Methods:** For the research and getting necessary informations, following analysis have been applied: PEST, SWOT, competition and resources analysis.

**Results:** The work describes the current situation of the marketing in the tennis club. In the final part, based on Ansoff's strategy, the new strategy have been suggested, which guarantees better prosperity and functioning of the tennis club in Liberec.

**Keywords:** Competition, customer, marketing strategy, PEST analysis, SWOT analysis, tennis.