

The aim of the bachelor thesis "Communication of Tchibo Company in 2013-2014" is to analyze and describe specific communication activities of Tchibo company, which is mainly famous for its coffee products. Tchibo is lately trying to communicate its non-food products as well, using all tools of marketing mix available. The goal of this bachelor thesis is a summary of all communication activities and, based on the summary, a list of improvements for the future communication if necessary. Apart from that, the bachelor thesis consists of a primary research that focuses on how the company is viewed among the population of Czech Republic and if their communication activities reflect in what the people think. Since Tchibo company is still much more known for its coffee products, the bachelor thesis focuses not only on the non-food sector, but on the coffee sector as well - it is an important part of the whole communication mix.