

## **Abstract**

**Title:** THE MARKETING PLAN OF TRINITY FITNESS

**Goals:** Carry out situational analysis of Trinity fitness by using a secondary data. Based on this to design a marketing plan that will help consolidate Trinity fitness market position.

**Method:** In this bachelor thesis has been used document analysis, Porter five forces model, portfolio BCG matrix, PEST analysis, SWOT analysis and construction of grid.

**Results:** Result is marketing plan of Trinity fitness for the year 2015 containing all the essentials. The thesis can serve as template when creating a marketing plan for sports services or can be used in the practice by Trinity fitness.

**Key words:** Sports services, marketing, situational analysis, marketing plan