

## **ABSTRACT**

This thesis introduces the current state health of the population of the Czech Republic, addressing mainly the steep increase in diseases of civilization. Diseases which are mainly the result of an inappropriate lifestyle. The aim of this work is the development of a business plan leading to the establishment of a company that will provide services in the field of nutrition counseling, physiotherapy, regeneration and physical activities.

The theoretical part of this work defines the basic concepts and assumptions which are the building blocks of this thesis. Specifically, the tools for strategic management and business plan requirements. Furthermore, the theoretical part defines concepts such as health and a healthy lifestyle.

The practical part of this thesis includes a research and analysis section which form the basis for the creation of the business plan. Methodologically, quantitative research was applied. A technically structured questionnaire was used to gain the required data. The analytical part then goes on to include an analysis of the general and business environments, or, to be precise, of the internal environment. The main findings are summarized in the SWOT analysis.

The conclusion presents an evaluation of the feasibility of the business plan. I also propose some recommendations for the functioning of the company in the future.

**Keywords:** health, healthy lifestyle, diseases of civilization, strategic analysis, strategic management, business plan