

## **Abstract**

**Title:** Marketing mix of shop and e-shop Sporticus

**Objectives:** The main objective of this bachelor's thesis is to evaluate marketing activities of shop and e-shop Sporticus. Besides, using a set of marketing tools the author proposes possible measures for improvement and further development of the sports shop.

**Methods:** To obtain sufficient data for designing specific measures a quantitative method of electronic questionnaire answered by the customers was used both in the shop and online. Additionally, other qualitative methods were used such as semi-structured interview with the owner, unstructured participant observation and SWOT analysis. Selected methods provided enough evidence for designing appropriate changes.

**Results:** The evaluation of marketing concept of the shop by the customers showed correlation between the answers provided by the questionnaire and predominantly positive ratings on comparison shopping engines. The qualitative methods revealed connections between the specific results of different research approaches. The individual measures introduced in the thesis were proposed to the owner and consulted with the staff. Most of them were put into practice and from the interim results and statistics it can be stated that they were of great benefit to the business.

**Keywords:** marketing mix, product, price, distribution, promotion, Sporticus, online shopping, e-shop