

Abstract

Title: Fitness Center Competition in the Karlovy Vary District

Objectives: The bachelor thesis deals with the competitiveness of fitness centers in the Karlovy Vary district. The competitive ability of the mentioned facilities will be determined based on a marketing research with customers and employees of such facilities. The research will combine both qualitative and quantitative methods. Its findings will provide an overview of these fitness centers and they will serve as a base for creating a guide book which should ease decision making for potential customers interested in this type of services.

Methods: The study is based on theoretical knowledge related to the selected topic. Marketing research based on the method of survey was one of the most frequently used methods for enquiring about customer satisfaction. Results of the individual questions of the questionnaire are shown in the graphs. Based on their interpretation was rated the state of competition of fitness centers in the district of Karlovy Vary.

For further information about the competition I did interview with the employees of individual fitness centers.

Then I worked Porter analysis of competitive forces.

Results: Research results confirmed that the competition in Karlovy Vary region is not very intense. Factors such as quality of services and products, prices, and variety of services are important factors that help to shape customers' loyalty.

Keywords: Competition, comparison, fitness center, sports services, customer loyalty, strategic marketing, customer