

Abstract

Title: A marketing plan Aquapark Plovarna Hranice na Morave

Targets:

The main objective is to create a marketing plan focusing on key groups of customers Aquapark Plovarna Hranice na Morave. Making this plan should serve to more efficient use of the sports facilities and a strategic planning approach to individual customer groups - children under 6 years of age, youth, students, adults, seniors, parents with children up to 6 years, visitors courses and other visitors.

The secondary objectives include identifying opportunities, threats, strengths and weaknesses waterpark, exploring variations marketing strategies and obtain feedback on the marketing mix from customers waterpark. The objectives stated in essence, linked to the main objective, therefore, have the primary objective correlate.

Methods:

By keeping the water park was acquired annual report, as well as internal guidelines, and also allow implementation of primary data collection with staff who had a form of semi-structured interview with three staff waterpark.

Others have used the methods of analysis, synthesis, comparison and polls. The analysis was conducted through studying the primary sources of information, SWOT analysis and situational analysis. The object of comparison were competing entities, this method has been used publicly available data from websites competing water parks. Synthesis then gathered all knowledge (including knowledge from literature) to allow it to meet our goals. Poll took the form of a short survey among customers Aquapark Plovarna Hranice na Morave.

Results:

Through analyzes performed were identified major weaknesses in marketing this waterpark. Among the largest shortcomings include offering services which is currently rather basic and do not differ from competing water parks. Product range can be extended by using several innovations - called. Kryozóna, outdoor sauna-night and aquazorbing. Other reserves waterpark are related to insufficient number of groups of customers visiting this swimming pool that would guarantee higher incomes. The solution could be a new collaboration with travel agencies, which in the course of obtaining the commission recommended a visit to the

waterpark their clients, or directly incorporated into its tours. Even as the biggest problem seems to be waterpark marketing communication with the public. The action plan describes the new measures to improve this area. Other shortcomings include a waterpark low quality websites and the associated absence of online booking services. At the same time we find reserves in the missing menu packages use different services at a discounted price at the premises of the waterpark (eg. Fitness + pool + massage + sauna), followed by the mismatch of the marketing mix for seniors who should become the main customer group waterpark, especially in the morning, when traffic is lower waterpark. From a demographic perspective is in addition to the Czech Republic to the aging population, which in the future will mean an increasing proportion of older people in the total population of the Czech Republic, so for this reason should be marketing to focus on the elderly.

Keywords:

marketing, marketing plan, Aquapark Plovarna Hranice, situational analysis, SWOT analysis, action plan