

Abstract

Title: The position of Air Jordan brand on the market

Goal: The purpose of this thesis is to design measures that would improve the position of Air Jordan brand on the Czech market with basketball equipment. These measures are based on analyses with basketball equipment.

Methods: The research itself is based on the method of sociological field investigation. The data were collected by a structured questionnaires followed by analyses.

Results: The results of this research work are not only suggestion for improvement, which should provide a better brand position on the Czech Air Jordan basketball equipment market, but also for the actual assessment of the brand. This proposal could be realised in real life.