

Abstract

Title: Investment Strategy for Club HC Letňany Flyers in the US Stock Market

Objectives: The main goal of this thesis is to analyze and set the most expedient investment opportunities in the US stock market in order to achieve higher profitability than Czech investment funds that are standardly offered.

Methods: Fundamental and technical analysis of macroeconomic and microeconomic environment done through publicly available secondary data reports of The Institute for Supply Management and historical data published by portal Yahoo Finance.

Results: By applying the investment strategy described in this thesis was achieved higher returns than commercially offered funds in the Czech Republic, in the lower timeframe and at minimizing market and sectoral risks.

Keywords: fundamental analysis, portfolio management, financial markets, economy,