

Abstract

Title: MARKETING MIX OF FIT BOX KLADNO

Aims: The aim of this thesis is to collect information on the operation of the marketing mix from the customers and managers point of view. Based on these findings new proposal and recommendations were suggested in order to improve existing marketing mix.

Methods: The analysis of marketing mix was performed by marketing research through questionnaire, interview and observation.

Results: According to the results customers are least satisfied with changing rooms and web sites. In the contrary, most customers are satisfied with lessons quality and instructors attitude.

Keywords: marketing mix, fit box, questionnaire, interview