

Abstract

Title: Marketing research of the customers satisfaction with services of the company “Hardcore Tréninky”

Objectives: The main aim of this diploma thesis is to analyze current level of customer satisfaction with the services of Hardcore Tréninky, discover their opinions and reveal potential drawbacks by using questionnaire survey. Base on the results of empirical research, define any problem areas and suggest appropriate management recommendations, which would let to increase the customers satisfaction.

Methods: To determine the satisfaction of the customers of the company Hardcore Tréninky, it has been used the quantitative method, which is called questionnaire survey. Respondents were interviewed mostly by electronic questioning, but few of them were also asked personally.

Results: From the results of marketing research is clear that the customers of the company Hardcore Tréninky are satisfied with the quality of its services. They positively evaluated especially characteristic features of the HCT services. On the other hand, the biggest problematic area was discovered in the technical condition of equipment and the building of the Vinohradská gym. It is suggested to enable paying by the internet, promote the new Opatov gym and buy new equipment and reconstruct the locker room in the Vinohradská gym.

Keywords: Marketing research, customer satisfaction, service, circle training