

ABSTRACT

Thesis name	Strategic Development Plan of the SK Joudrs Prague
Thesis objective	The aim of this diploma thesis is to draw up a strategic plan for the development of Joudrs Prague softball team for the period from 1 st October 2015 to 30 th September 2018.
Methods of work	A qualitative interview with the club President, a qualitative interview with the sports manager of the club, an analysis of texts and documents, the SWOT analysis, monitoring, descriptive case study
Results	An analytic part of the diploma thesis was built on the descriptive case study as well as on monitoring which provided an insight into the internal environment of the club and revealed the opinions of SK Joudrs Prague club members. The included SWOT analysis was developed on the basis of interviews and the dependence among the most important points was summarised in the table. The choice of the strategy resulted from the SWOT analysis. The financial analysis of the club was set up with regard to the interview with the club President and relevant documents.
Key words	Strategic planning, strategic plan, sports club, SK Joudrs Prague, softball