

This bachelor thesis is concerned with relationship marketing and its aim is to provide theoretical background of relationship marketing, to outline its development throughout the history and to present its most widely used tools. Particular emphasis is placed on the question of loyalty and loyalty programs. This thesis is divided into an introduction, theoretical part, practical part and a conclusion. The goal of the thesis is to confront the theory of relationship marketing and loyalty programs with an existing loyalty program, to analyse its effectiveness and provide recommendations for improvement. In the theoretical part, the method of compilation of the relevant literature is mainly used. For the practical part, the methods of deduction, desk research, semi-structured individual interview and SWOT analysis were used. These methods helped define effective and in practice feasible procedures for establishing loyalty programs and for communication with their members. This thesis is particularly beneficial as a basis for conducting a relevant and effective loyalty program for restaurants. Also, this thesis coherently presents relationship marketing and the methods of composition and measuring the effectiveness of loyalty programs and can therefore be used for educational purposes.