

Abstract

Title: The marketing plan of fitness center Expreska Jiřího z Poděbrad.

Objectives: The main aim of the diploma thesis is to construct a marketing plan for fitness center Expreska Jiřího z Poděbrad for the year 2017. The proposed marketing strategy, including the implementation plan will be directed to achieve marketing and business goals of the organization.

Methods: For analysis of the microenvironment is used Porter matrix. Analysis of macroenvironment is done with the help of PEST analysis. For the analysis of competition is used marketing mix. The criteria of marketing mix are score and they are assigned to the appropriate weight. Already mentioned methods will form the basis for the creation of a SWOT analysis. Within Ansoff matrix is determined by the marketing strategy, which is supported by the research of customer satisfaction.

Results: The result of this work is complete marketing plan of Expreska Jiřího z Poděbrad for the year 2017, which includes the necessary requirements and can serve as a tool for achieving the goals of the organization.

Keywords: Marketing plan, Marketing mix, SWOT analysis, Marketing research, Marketing goals, Marketing strategy, Expreska JZP