

ABSTRACT

- Title:** Marketing plan of a non-profit organization Sport'áček.
- Objectives:** The goal of this bachelor work is to create a marketing plan that could be used as a guide for marketing activities of the organization in the year 2018. Another goal is to find out via analysis, where the deficits of currently used marketing activities are and what needs to be achieved in the following year. Next step is to suggest new strategies, which would fulfil stated marketing goals.
- Methods:** Document analysis and participated observations were used for getting secondary data. The PEST analysis was carried out by evaluating the probability of impact and occurrence of the chosen factors. The competition analysis was based on comparison according to particular criteria.
- Results:** The PEST analysis answered questions such as which external global aspects influence the company the most at this moment and also predicted their future development.
- The competition analysis showed, that the biggest threat for the organization are local organizers of events with the same purpose and same location of the event. Their advantage is a bigger support from the local sports clubs and also from local governments. The second big threat are events focused on kids, that are held in more than one city of the Czech Republic.
- Key words:** services, marketing mix of service, PEST analysis, competition analysis, SWOT matrix, communication strategy, product placement