

## **Abstract**

**Title:** Development strategy for the brand manufacturing surfboards

**Objectives:** The aim of this bachelor thesis is to find out a "white spot" on the surfboard market and create a product and brand to fill this area. Another task is to apply strategic brand management steps. These steps will be guided from the very beginning of product and brand development through building the brand equity and its image. Then the study will choose appropriately brand elements and the brand building will continue up to brand next development and innovative activity.

**Methods:** This paper analyzes the secondary data obtained from the results of market surveys conducted in the field of surfboard industry during 2017 and 2018. The data obtained were further processed for market competition analysis and creation of a positional map. Using these methods helped to find out and establish the position of the new brand in the surfboard market.

**Results:** The paper has discovered an empty space on the market covered by demand and with no supply made. This place was complemented by a new product. The features of the product were determined on the basis of competition analysis and construction of the positional map. There were made strategies for the brand equity and brand image development. The paper selected the most important elements of the brand and it built a sub-brand. At the end was mentioned the next possible development direction.

**Keywords:** brand development strategy, brand, brand establishment, positional map, surfing, surfboard