

Abstract

Title: Marketing mix of Nikon Golf Academy and suggestions for its improvement

Objectives: The aim of this work is to optimize marketing mix of the company Nikon Golf Academy, which focuses at providing services to customers in Prague and its surroundings. The analysis of the current marketing mix of the company, specifically of the 7P's (product, price, place, promotion, people, process, presentation), should bring proposals and suggestions for the improvement of its current marketing mix. This will help the company to attract higher amount of clients and bring bigger prosperity.

Methods: In this thesis a method of qualitative analysis and a secondary data analysis is used. The quantitative analysis and its results focuses on the marketing mix of the company. First of all the marketing mix is analysed from the company's perspective. Thereafter the issue is analysed from the customers point of view perceiving of the components of the marketing mix. The secondary data analysis is applied to study the current marketing mix.

Results: The company management and their clients evaluated the current marketing mix mostly as positive. The result of the research points out the fact that changes are needed. The following parts of the marketing mix were proposed: product, price, promotion and process. Product policy is setting up three new products aimed on families. For the new products was formed a new price list with discount offers. Changes in promotion were the e-mail communication structure and website price list. The creation of the code of ethics of the company is also part of this work.

Keywords: marketing, product, price, place, promotion, people, process, presentation, 7P, 7C, golf academy, golf services