

**Abstract**

In its first part, the thesis theoretically discusses the issue of planning the establishment of an organisation, by presenting the successive steps of business planning as reflected in the literature. The organisation's strategic planning process is presented first, and then the marketing, personnel, financial and legislative planning processes. The practical part of the work then practically applies these expert recommendations when planning the creation of a specific organization in the form of a strategic and business plan for the establishment of a non-profit patient organization supporting people with migraine and their loved ones bearing the name Migraine-help, z.s.

**Key words**

Business plan, patient organisation, nonprofit organisation, planning, strategy, marketing, PR, financial management, migraine.

