

## **Abstract**

The bachelor's thesis "Marketing plan of the Vrátil winery" in the theoretical part first deals with the enumeration of terms contained in the text and follows on from the theoretical part based on the study and selection of suitable literature for creating a strategy.

The basics presented in the theoretical part are further elaborated into the practical part. The practical part begins with getting to know the situation on the market, introducing the company and its milestones, which is followed by the processing of analyses. From the analyses, the most important elements for the subsequent creation of the strategy and its implementation were derived, where a procedure for creating content on social networks is proposed.