

Abstrakt

Title: Factors influencing the management of a selected floorball club

Objectives: The main aim of the thesis is to reveal the key factors that influence the management of the floorball club TJ Znojmo LAUFEN CZ by means of internal and external analysis.

Methods: The research included internal environment analysis, PEST analysis, Porter's 5 forces model and SWOT analysis. Data from document analysis and interviews were used to compile the analyses. The results from these analyses were summarized and evaluated in a SWOT analysis, which resulted in a strategy that was used to set a set of objectives.

Results: The most important factors that showed up in the analysis were the club's good relations with sponsors, the option to use the city's sports hall, the departure of players and the lack of training facilities. The most likely and most promising opportunities include the possibility of obtaining subsidies for a new hall through increased funding from the city or sponsors that would enable the club to meet the requirements for using the NSA grant program. What threatens the club is an increase in substitutes and competition. So far, however, this does not affect the club and so is not one of the issues on which, the club management should somehow change their long term planning.

Keywords: strategic management, strategic analysis, SWOT analysis, PEST analysis