

Abstract

This bachelor's thesis focuses on designing the marketing strategy for Ifé hand made, a small jewelry workshop. The thesis is divided into two main parts: theoretical and practical. In the theoretical part, the concept of marketing strategy is defined using professional literature, with emphasis on the different phases of its development and its categorization based on the marketing mix.

The practical part of the thesis applies the theoretical knowledge gained to Ifé hand-made. A situational analysis is conducted to examine both the internal and external environment of the company. This analysis involves the use of PESTE analysis, Porter's Five Forces model, and the Value Chain. The outcomes of these analyses are summarized in a SWOT analysis. Furthermore, a questionnaire survey is conducted to investigate the purchasing behavior of individuals from the Moravian-Silesian region in relation to jewelry.

The thesis culminates in a proposed marketing strategy based on the tools of the marketing mix. This proposal is based on the findings from the situational analysis and questionnaire survey.