

Abstract

Title: Communication of the FormFactory fitness centre with costumers at branches in Prague

Objectives: The main objective of this thesis is to create a proposition on how to improve communication with customers in branches of Form Factory fitness center. In order to make a solid proposition on how to improve the communication in different branches, it is essential to gather enough information concerning the current state of communication with customers and how it is perceived by customers themselves.

Methods: In this master thesis, it has been applied a quantitative method of data collection in form of the electronic questionnaire. The questionnaire was then enhanced by the method of direct observation.

Results: The deficiencies have been identified in communication with customers in branches of Form factory fitness centers. These deficiencies were described in a result chapter of this thesis and then recommendations were made to discontinue these issues.

Keywords: services, marketing communication, fitness, questionnaire survey, observation