

Abstract

Title: Development strategy of the sports club BK Klatovy

Objectives: The objective of this bachelor thesis is to propose a system of objectives in time sequence in terms of sports, economic and social areas for the small-town basketball club BK Klatovy, z.s.

Methods: In this thesis the qualitative research method has been used. Primarily, documents provided by the club for the purpose of this research were analysed, the next step was to conduct semi-structured interviews with selected club members. Chosen analyses for this thesis are PEST analysis to map the macro-environment and internal resource analysis to map the internal functioning of the club.

Results: The analyses carried out showed what the club should focus on. The biggest problem in the club is the lack of experienced coaches and overall poor communication and atmosphere. The club also has deficiencies in promotion and use of innovation in the technological direction. On the other hand, the ownership of the gym, which allows the club to run ancillary economic activities, and the proper use of subsidy programs are advantages. The club has been proposed steps, developed in a time sequence, which, if properly implemented, could help to improve the situation.

Keywords: strategic planning, PEST analysis, strategic objectives, internal analysis, basketball club, association