

Abstract

- Title:** The use of Canvas model in the context of the creation of a business with second-hand sports equipment
- Objectives:** The aim of this bachelor's thesis is to present a concrete Canvas model developed for a business with second-hand sports equipment. The finished model should show whether the establishment of such a business makes sense and what are its chances of success on the market.
- Methods:** The thesis combines quantitative and qualitative research methods. First of all, it conducts a survey, and based on its results, interview questions are compiled. The final method that was used is the creation of a Lean Canvas model.
- Results:** The result is a proposal for a Lean Canvas model for setting up a second-hand sports equipment store.
- Keywords:** business, lean canvas, second hand, spo