

Abstract

The main goal of this thesis was to describe the main fields of the business model and create a marketing plan for the small enterprise managed by Mrs. Lukáčová. The thesis firstly describes the theoretical framework of small enterprises in the Czech Republic and in the European Union. It briefly describes the form of the business model and the marketing plan, which will be used in the proposal parts of this thesis. Then a characterization of the business, offered products and services takes place. In the methodological parts thanks to two qualitative methods the perceptions of new and loyal customers are tested in connection with the business of Mrs. Lukáčová. Beforehand the situational analysis take place, namely the threat and opportunity matrix, SWOT analysis and PESTLE analysis. The description of marketing communication of the enterprise of Mrs. Lukáčová and competition is performed right after. In the proposal part of the business model the main necessities are written down in the template of Business Model Canvas. It mainly takes into account the actual situation of the business and then serves as a material that could help the implementation of new realities. Mainly the value proposition, where core values will be found, is appropriate for future marketing communication. In the proposal part of the marketing plan three beginning parts are performed according to the provided literature. It composes of planning process, marketing strategic planning and marketing operative planning. Proposals for long-term and short-term marketing plans will be made. These proposals mainly consist of specific marketing activities appropriate for implementation into the marketing communication of the business.