

Bachelor thesis „H&M brand in Czech market since 2003“ deals with the position of the Swedish fashion retail chain Hennes & Mauritz AB on the Czech market. Within a given theme, the objective of the introduction is to interpret and define a term „fast fashion.“ H&M brand represents this specific business concept. Furthermore, the thesis describes marketing activities of the brand when entering Czech market. At its core, it analysis the communication mix of the brand and compares its communication tools and techniques with the direct competitors of H&M (representing the concept of fast fashion as well). Finally, the thesis focuses on one particular marketing activity – fashion collections created in collaboration with famous fashion designers and celebrities. The main objective of the thesis is to present a comprehensive insight of the brand on the Czech market and then, through SWOT analysis to highlight the potential threats and opportunities in the future.