

Abstract

Title: Economic Conditions for Sport Centre Foundation

Objectives: Objectives of this thesis is to set up establishment model of sport facility in border town of České Velenice. To achieve the goal it is necessary to define individual steps and to describe the activities related to foundation of new business entity. The intention is to create a sport offer that is missing in the town. This offer would fill the gap in the market and it would also reflect requirements of current and potential customers. The point is to determinate an entrepreneurial vision.

Methods: In this thesis methods of descriptive analysis, observation and inquiry were used. Methods – descriptive analysis and observation - were applied to characteristics of the town of České Velenice with the objective to evaluate preconditions for the new business entity. Crucial tool to find out wishes and needs of residents within considered sport facility was implementation of written questionnaire. SWOT analysis was afterwards used for final assessment of risks and anticipated successes.

Results: Based on the characteristics of the town of České Velenice and written inquiry was found that in the town and its surroundings there is no device that offers access to excellent sports facilities. There are enough people interested in sport as well as new sports facilities and therefore the potential to realize the business vision. The project was built with the business plan outline a comprehensive overview of the economic conditions of the establishment of sports facilities, a concept based on the needs and wishes of its inhabitants.

Keywords: Economic Conditions, Sport Services