

## **Abstract**

**Title:** *Marketing research of merchandising of Czech national football team*

**Objectives:** The aim of this work is to try out the position of registered users on the website www.fotbal.cz the breadth of supply and affordability of products, merchandising Czech national football team in official e-shop and stand in the stadium for home matches, the Czech national football team. The interpretation of the results to be obtained through marketing research, the task of proposing suggestions for improvements to current product offerings and optimize merchandising and increase awareness of the official e-shop merchandising Czech national football team.

**Methods:** To obtain data from respondents was used method of electronic polling. Questionnaires were stored using the Internet with Google Docs.

**Results:** Respondents expressed a comprehensive merchandising Czech national football team. Evaluation of the data was the basis for the determination of proposals and recommendations to improve the overall merchandising. These proposals and recommendations aimed at the marketing agency STES and company BIGSPORT.

**Keywords:** football, marketing research, merchandising, product, stadium, e-shop