

Abstrakt:

Title: Customer satisfaction with the service of the store Sportex.cz

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Objectives: The aim of this work is to use the survey to find out the customer satisfaction with the service of the sports store Sportex.cz. Furthermore, based on the results of questionnaires, to propose new solutions and the arrangement for the existing sports shop Sportex.cz. If the customers are satisfied with the purchase, they will visit this store for further purchases in the future again.

Methods: Quantitative research using electronic and written questioning

Results: Customers are most satisfied with the service and retail facilities. Assortment is considered to be above average. The weakest aspect appears to be the availability and location of the store. Based on the results, as the main pillar of changes, it was recommended extending the range of the new products, introduce light banner in front of the store, extend the opening hours, buy of the receipt printer and rethink the pricing policy.

Keywords: Sports store, staff, store equipment, merchandising