

Abstract

Title: Image of FAT PIPE brand

Objectives: The aim of this bachelor thesis is through research to analyze the image of FAT PIPE brand on domestic market, and with reference to results provide suggestions for its improvement.

Methods: This thesis uses the method of quantitative research, concretely electronic questioning. The question sheet was posted on a web and Facebook pages of clubs, which are taking part in Czech floorball leagues, with request to spread it among their members.

Results: The results of research, which was aimed on image of FAT PIPE brand, show good position on market. Consciousness about FAT PIPE appears as high, while the brand is considered as above-average. On the other hand is rated as common, probably because of high-level competition on the market. Floorball players see its products as quality, while having a higher price than average. Although the brand is considered as well-known, more particular informations are not known among the respondents. FAT PIPE then should aim on improving availability of these informations to improve connection between the brand and the consumer. Helpful would be also linking with more succesful teams from top Czech floorball league.

Keywords: FAT PIPE, floorball, image, research