

ABSTRACT

Title: The Marketing Strategy for fitness center Esporta

Objectives: The thesis aims to create a marketing strategy for Esporta Fitness Club. Next on the analysis of the competition it was found out, which fitness centre in exact area is the biggest threat. Finally there were completed promotional program and materials for every target group.

Methods: The analysis of the competition was performed by using scoring model and the individual criteria were subsequently evaluated. Next the SWOT analysis was also prepared. There were analyzed strengths and weaknesses, opportunities and threats. Also the interviews with selected clients of fitness center were conducted.

Results: The analysis of the competition showed that the biggest threat is for Esporta Fitness Club newly opened centre Pulse Wellness and Fitness. Mainly due to the favorable price offered to its clients and a wide range of services.

The interviews with longtime clients showed that four out of five of those surveyed are satisfied with the fitness center and want to continue to visit it. Only one client said that knows even better fitness center.

The BCG matrix showed that Esporta Fitness Club does not have in its operation any question marks, only one dog, one star, three cash cows and one strategic unit, which is at interface of a star and a cash cow.

Key words: marketing strategy, BCG matrix, SWOT analysis, the analysis of the competition