

This diploma paper deals with a business plan processing for the operating theatres centralization in Hospital Děčín. In the desk study I summed up knowledge from the sphere of strategic management, business plan creation, marketing and I put there also the description of surgical tract including building layout and personal constitution.

In the empirical part there is the business plan of operating rooms' centralization and the detailed description of following chapters: description of organization, product, marketing plan, management plan, operating plan, financial plan, legal plan.

The description of organization covers its features, recent achievements, history and present of surgery in Hospital Děčín.

The chapter product is divided into two bodies. The first body attends to the characterization of contemporary product – decentralized surgeries including the numbers of performed operations over the past three years. The second part is all about the new product (centralized operation theatres) and its specification. There are figured out anticipated variable expenses, fixed costs and profit.

In the marketing plan, which is first of all focused on internal clients, you can find structural analysis, marketing concept and goals, marketing strategy with the definition of marketing mix and competitive environment's analysis.

Next part, management plan, is connected with personal constitution and shift work lay out.

Operating plan is engaged in scheduling the whole project from the dead work to its realization.

The financial plan consists of investment budget for the new product, balance sheet and cash flow for one year followed by the cost estimate for the centralized operating theatres construction.

In the last chapter, legal plan, are listed all the laws, ordinances and guidelines important for running the health care institutions as well as centralized operating theatres.