

## **Abstract**

**Title:** The position of Air Jordan brand on the market

**Aim:** The purpose of this thesis is to design measures that would improve the position of Air Jordan brand on the czech market with basketball equipment. These measures are based on analyses of public opinion.

**Methods:** The research itself is based on the method of sociological field investigation. The data were collected by a structured questionnaires followed by analyses.

**Results:** On the purpose of public opinion were detected shortages and disadvantages in comparison with the nearest competitors at the same market. The proposal was based on purpose of dealing with those shortages, with possibilities of realisation and suitable to smaller czech market.