

**CZECH UNIVERSITY OF LIFE SCIENCES  
PRAGUE**

Department of Management

Faculty of Economics and Management



**ABSTRACT OF THE BACHELOR THESIS**

**Develop a business plan for the creation of a company in Prague**

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## **Summary**

Aim of this bachelor thesis is to create a useful business plan for establishing new travel agency company. The goal is to explain the process of establishing a new travel agency company in the Czech Republic. Initial part, literature review, deals with the theoretical basis that is then applied in the practical part. That section describes the created business plan in detail.

## **Keywords**

Business plan, Products and services, Ensuring business competitiveness, Marketing plan, Product planning, Risk assessment and Insurance, Financial plan

## **Shrnutí**

Zaměřením této bakalářské práce je vytvořit podnikatelský plán pro vytvoření nové cestovní kanceláře. Cílem je vysvětlit proces zakládání nové cestovní kanceláře v České Republice. Úvodní část rozebírá potřebnou teoretickou bázi, která je poté uplatněna v praktické části. Tato sekce detailně popisuje vytvořený podnikatelský plán.

## **Klíčová slova**

Podnikatelský plán, produkty a služby, konkurenceschopnost podniku, marketingový plán, plánování produkce, vyhodnocení rizik a pojištění, finanční plan

## **Aim and Methodology**

The aim of the work is to develop a business plan for a travel company «My World s.r.o.», which will deal with tourism and tourist excursion service to St. Petersburg and Russia, for the Czechs, and tourists of other nationalities.

Objectives:

1. Study of the theoretical foundations of business planning.
2. Analysis of the economic activities of a travel agency «My World s.r.o.».
3. Create a marketing plan for the newly created company.
4. Develop organizational structure.
5. Analyze the difficulties that may hinder the practical implementation of the business plan.

Theoretical basis of the study is monographic study of literature on business planning. The methodological basis of the work is mostly analytical, statistical and empirical.

## **Results**

This thesis concerns the theoretical basis of the development and implementation of the business plan of the company, on the basis of which a new company is to be developed - a travel company «My World s.r.o.».

This company is engaged in domestic tourism and offers travel and tour services to St. Petersburg and Russia, to the Czechs, and foreign tourists alike.

We have investigated the market for this service, identified the main competitors, and developed the basic competitive strategy, built organizational chart, drawn up a financial plan.

The initial funds of the company are 2300000 Kč.

The break-even point is 1716757 Kč. A safety margin at 92%.

Level of profitability of 136%

Revenue from the project 838229 Kč.

Profitability index 1.3.

Manufacturing lever factor of 1, changing revenue by 1% increase in the profits of an enterprise 1 times.

Payback period of project 8 months.

Moving on, travel agency «My World s.r.o.» will improve it's work and services. It will ensure it is providing good service and individual approach to each client.

## **Selected Bibliography**

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