

**Bachelor of Business Studies
České Budějovice**

**The Reconstruction of Sanitary Facilities for Relaxation Facilities
at Town Sports Centre**

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Abstract:

The title of my project is called -The Reconstruction of Sanitary Facilities for Relaxation Facilities at Town Sports Centre.

The project is divided in two parts - theoretical and practical parts. In theoretical part is described the importance of strategic management, the progress of the management process, strategic planning, strategic thinking, and strategic principles. In the practical part of this project I will apply information which I had gathered during research. I used the company internal sources.

Key words:

Strategy, Customer Analysis, Strategic Management, Sport, Market Research Swot Analysis, Competition Analysis, Corporate Behavior,

Materials and Methods:

The company's biggest challenge will be to capture wide variety of customers with improved services which are not offered by the competition in surrounding areas. The company will make a special price range for groups and reservation made online. Well trained and qualified employees will ensure the success of the company and its customers.

Results:

The first task of this project was to determine and realize the strategy and policy that would best describe future vision of company. The analysis of external and internal environment would oversee the market situation of this company.

After the evaluation of the results was recommended the procedure the steps for reconstruction and modernisation of sanitary facilities at Town Sports Centre.

Because of promised financial subsidies there will not be a problem to realize this reconstruction. After the subsidies of approximately 3 million CZK the committee will name the best building company fit for this reconstruction.

At the grand opening of this facilities there will plenty of new and different services offered.

