

Marketing mix of the company

Abstract

The bachelor's thesis deals with the marketing mix in the company Kofola Československo. The goal of this work is to analyze the company's marketing mix and evaluate whether its individual tools are effectively used.

The theoretical part of the work is focused on the definition of the target market, the marketing mix, which includes the classical approach, namely product, price, distribution and promotion.

Above all, it describes new approaches to the marketing mix, it is the 4C model: cost, convenience and communication. Another SIVA model, it is a look at the marketing mix emphasizing solutions, information, value and access. Finally, it is possible to meet the 4A model, which divides tools into four categories: awareness, availability, affordability and acceptability.

The practical part focuses on introducing the company and analyzing the use of their marketing mix. Furthermore, an evaluation of the company's marketing mix is carried out, based on the classic 4P model. Publicly available data and research by other authors researching the given enterprise are used here.

Online is carried out using electronic polling implemented in the form of a questionnaire with closed questions. The questionnaire is implemented on the survio.com website. The results are recorded in graphs and tables. On the basis of the results, recommendations for improvement are proposed, which Kofola Československa can follow socially in order to strengthen its position on the market.

Keywords: Marketing, marketing mix, kofola, product, price, promotion, distribution, communication.