

Abstract

In this work I am dedicating myself to creating a complex and practically applicable marketing plan for coworking center Špejchar Ražice, which is in its early stadium. In the first – theoretical part of the work I put focus on defining coworking as a concept, it's worldwide history (from the roots of the concept in the 1990's, till present day) and an impact of the Covid-19 pandemic on coworking spaces. I am also putting emphasis on the history of coworking in the Czech republic. A part of the theoretical part of this work is theoretical definement of a marketing plan, its components and the current trends that are having impact on its gradual change as well. Also, a part a the first part of my work is theoretical definement of a target group of coworking spaces. In the second – practical part of my work I am creating a marketing plan for the needs of Špejchar Ražice. I am based on the theoretical knowledge but also on the SWOT analysis and a quantitative research of a target group. The result of this work is applicable marketing plan for the needs of Špejchar Ražice, which includes communication channels and content relevant to the target group and a time harmonogram of the communication activities.