

## ABSTRACT

**Title:** Strategy of a Selected Sports Club

**Objectives:** The main objective of this work is to formulate the strategy for Sportclub Řevnice, Z.s.

**Methods:** Qualitative semi-structured interviews, Focus group, Document analysis, Taffler's bankruptcy model, Kralicek's quicktest, Modified value chain

**Results:** The financial analysis revealed a generally good creditworthiness of the club, which was compromised in 2020 due to the COVID-19 pandemic. Fluctuations resulting from investments in long-term assets were also noted. The value chain provided a comprehensive view of the monitored entity and uncovered a current financial challenge in the form of leasing repayment. Based on this information and the information obtained in the previous bachelor's thesis dealing with the same subject. Market leader strategy combined with differentiation strategy were selected, setting three main strategic areas: engaging new target groups in the club, differentiating the offered product by ensuring premium quality training, and providing all premium sports services for all club members while ensuring financial stability. These approaches then form the structure of goals and activities to achieve these goals.

**Keywords:** Strategy, Strategic management, Financial analysis, Value chain, Mission and Vision