

Abstract

- Title:** Business plan – development of a sports venue with an integrated café
- Objective:** The main objective of this thesis is to create a realistic foundation for a business plan for the construction of a sports facility, specifically a skateboard bowl, along with an adjacent café business. This comprehensive plan will provide an overview of all necessary steps for the successful realization of the project and will also serve as a basis for a business pitch to potential investors or the municipal development department.
- Methods:** For this master thesis, qualitative research methods are implemented. Specifically, document analysis is used to understand the complexity and study the conditions for developing a sports venue and establishing a business. The thesis also incorporates the method of observation to gain a better understanding of the competition and an overview of the café's operations. The last method is semi-structured interviews, complementing the entire thesis. These qualitative research methods are combined to achieve a comprehensive and qualitative perspective on the subject matter. All the data collected throughout are analyzed using a SWOT analysis.
- Results:** The result is a comprehensive basis for a business plan for the construction of a sports facility and an adjacent café business. Based on market analysis and financial calculations, this thesis concludes that the project of developing a sports facility with a skateboard bowl and an adjacent café in Železná Ruda is not only feasible but also has significant potential to be successful in the future.
- Keywords:** skateboarding, sports venue development, sports venue financing sources, financial plan, café business, SWOT analysis