

Abstract

Title: Analysis of the ice hockey stadium in Mělník and the proposal of marketing plan

Objectives: The aim of this work is to elaborate analyzes of the state of the ice hockey stadium in Melnik and to create a proposal of a marketing plan for the stadium. The plan should serve to a more efficient functioning of the entire ice rink in the following years.

Methods: The work analyzes years 2011-2013 where it focuses on the utilization of the ice surface, public skating hours and skating schools and analysis revenues and expenditures in the same period. Interviewing visitors, and competitive analysis of stadiums around Melnik were carried out. All values obtained from analyzes were subsequently compared with the national average values obtained from KPMG research.

Results: The analyses identified the potential in greater efficiency of utilization of the ice surface and rental of advertising space. When comparing public financing is Melnik's stadium to the national average in the same size cities it turns out that Melnik's stadium is underfunded. The whole proposal of the marketing plan was compiled into 4 main sections aimed at attracting potential sponsors, increased use of ice rinks in the months of September to March, an increase in attendance of public skating and skating schools in the same period, and the last model was created based on using the ice rink in the months March - August.

Key words: ice rink, marketing plan, marketing mix, ice hokey stadium analyses