

## MA Thesis Opponent's Review

Name of Author	<b>Lenka Sustrova</b>
Title	<b>Corporate Identity of Prezzo Restaurant Chain</b>
Programme/form	<b>MK PS</b>
Academic Year	<b>2011/2012</b>
Full Name of Reviewer	<b>Peter Starchon</b>

	Rated parameter	Weight	Rating
1	Topicality and extent	20	<b>a</b>
2	Choice of goals and methods	30	<b>c</b>
3	Quality of theoretical part	50	<b>a</b>
4	Quality of analytical part	50	<b>b</b>
5	Quality of project part	50	<b>a</b>
6	Meeting of goals	60	<b>a</b>
7	Structure and logic of text	40	<b>a</b>
8	Quality of sources and work with sources in text	30	<b>b</b>
9	Innovativity, creativity and usability of proposed solutions	20	<b>b</b>
10	Linguistic qualities	10	<b>b</b>
11	Formal qualities	10	<b>a</b>
<b>Proposed rating based on weighted average</b>		<b>1,27</b>	<b>B</b>

### Comments and rating:

The topic of the diploma's thesis is interesting and important not only for the theory, but especially for the practice. The author proved a wide range of theoretical knowledge, competence and capability to incorporate her own practical experiences into her diploma work. I appreciate her own interest on the discussed topic and her individual attitudes are much more than visible and also I appreciate a combination of qualitative and quantitative researches. Unfortunately, some comments can be stated. Sources should be used in much more appropriate way, especially at the beginning of chapter no. 3. The diploma thesis objectives are not strictly defined, although the purpose of the thesis is mentioned in its introduction. Hypotheses are also missing, but some research questions were stated. Then, it is hardly to identify the author's own contribution in the analytical part, although she was directly engaged into the Big Restaurant Survey. All things considered the final conclusion is that I recommend the diploma thesis of Lenka Šustrová to defend.

### Defense questions:

1. What was your own contribution and position within marketing research process in Prezzo company?
2. What's the main competitive advantage of Prezzo company?
3. Are you familiarized with some mobile apps developed for some Czech restaurants or restaurant chains?
4. How can you measure app performance?

Zlín, 11. 5. 2012

**Reviewer's signature: Peter Starchon**

Rating according to the ECTS scale:

A = 1.00-1.24, B = 1.25-1.50, C = 1.51-2.00, D = 2.01-2.50, E = 2.51-3.00, F = 3.01