

TOMAS BATA UNIVERSITY IN ZLÍN
FACULTY OF MANAGEMENT AND ECONOMICS

Master's Thesis Assessment
Reviewer's Report

Student's name:
Bc. Mariana Gorbatko

MT Reviewer:
Ing. Jiří Vaněk

Acad. year:
2011/2012

MT topic:

Project of Entry on Czech Market for Company ABC

Assessment criteria		Points (0 – 10)
1	Thesis Topic Difficulty	7
2	Meeting Thesis Objectives	6
3	Theoretical Background	6
4	Practical Application (Analysis)	7
5	Practical Application (Solution)	6
6	Formal Level	4
TOTAL POINTS (0 – 60)		36

Definition of assessment criteria:

POINTS	VERBAL DESCRIPTION
0 points	unsatisfactory corresponds to an “F” on the ECTS grading scale
1 – 2 points	sufficient - meeting basic requirements only corresponds to an “E” on the ECTS grading scale
3 – 4 points	satisfactory - with significant but not crucial insufficiencies corresponds to a “D” on the ECTS grading scale
5 – 6 points	good - insufficiencies do not substantially affect the entire work, especially the results corresponds to a “C” on the ECTS grading scale
7 – 8 points	very good - fulfilled without reserve corresponds to a “B” on the ECTS grading scale
9 – 10 points	excellent - outstanding performance corresponds to an “A” on the ECTS grading scale

Comments:

Author of this master thesis focused on how to enter the Czech market with snail products. It is a pity, that there is description of market trend in the theoretical part, but in the analytical part, there is just consumption of snail products in the Czech Republic, which is not so much supportive. I miss the brand management, which can be very important for building a strong position on the Czech market. The practical part is focused on how to sell the products, but there is no information about, how to make a contact with our customers and how to convince them that our contract is much better than contracts of our competitors. Despite some grammatical errors, I recommend this thesis to be defended in front of the committee.

Questions for the defence:


Why do you think, the Czech Republic is a good place to establish a company focused on snail farming?

I miss the price comparison with the competitors, which evolves main question. What is the competitive advantage of your products compared to the competitors?

The thesis meets the criteria for the defence of the MT.

The thesis does not meet the criteria for the defence of the MT. (At least one criterion assessed by 0 points.)

Zlín: 11. 5. 2012



MT Reviewer's signature