

Diploma Thesis Opponent's Review

Author	BA. Louisa Pema Nsiah		
Title	Evaluating the Impact of Training Quality on Sales Distributors Performance in Multilevel Marketing (MLM) Companies in Ghana		
Field/Form of Study	Marketing Communications/Full-Time	Year	2024/2025
Review's Author	prof. Mgr. Peter Štarchoň, PhD.		

Evaluated parameter	Weight	Evaluation
Fulfillment of the topic and extent of text	30	a
The setting of the goals and research methods	40	a
The quality of the theoretical part of the work	50	a
The quality of the analytical part of the work	50	b
The quality of the project part of the work	50	a
Fulfillment of the goal of the work	60	a
Text structure and logic	40	a
The quality of resources and their use	40	a
Linguistic and formal standards of the work	30	b
Evaluation based on the weighted average	1,14	A

Evaluation, comments, remarks and suggestions:

- I appreciate the elaboration of the current state of the knowledge and researched issues, which were focused both on the specifics of Multi-Level Marketing (MLM) and the Ghanaian market.
- An appropriately selected combination of research methods was used. However, I would recommend conducting personal interviews first and, based on the outcomes of the qualitative research, proceeding with quantitative research using an online questionnaire.
- The research questions were appropriately defined and subsequently answered through the analytical part of the thesis, resp. at the end. Due to the limitations of the primary quantitative research, hypotheses were not formulated. Nevertheless, it is remarkable that more than 200 Tianshi Ghana distributors were successfully involved into the research.
- The project part and presented proposal demonstrate strong practical applicability, I appreciate the author's comprehensive and well-structured approach to its development.
- Minor formatting insufficiencies are acceptable (e. g. the design of the title page or the presence of blank pages within the thesis text).

Questions:

- How can MLM companies balance training initiatives with other motivational strategies?
- Which key performance indicators (KPIs) are most sensitive to training improvements?
- How does the quality of training specifically influence the KPIs of sales distributors in MLM companies? Please illustrate your answer using examples of Tianshi Ghana.
- It is evident that training plays a crucial role within the MLM business model. Could you, please, identify other factors that directly or indirectly influence distributor retention?

In Zlín on 8 May 2025

Signature: Peter Štarchoň, v. r.

The evaluation 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