

BACHELOR'S THESIS REVIEWER'S REPORT

Student's name: Chien Huynh Minh

Bachelor's Thesis Reviewer (MT): Miloslava Chovancová, Associate Professor

BT topic: Building a stronger brand for 7 Vitals Massage Studio during COVID-19 pandemic

Acad. year: 2022/2023

Notes on completing the report:

1. For the evaluation of each criterion, use the following scale: A - fulfilled very well, significantly exceeds the requirements; B – fulfilled with quality; C – fulfilled without reservations; D – fulfilled with minor deficiencies; E - fulfilled but with significant deficiencies; F - not fulfilled.
2. If any criterion is graded F, the thesis must be evaluated as unsatisfactory overall, not meeting the criteria for the BT defence, and such a thesis cannot be recommended for the defence.
3. BT Reviewer must comment verbally on each evaluation criterion!

Assessment criteria:

Assessment

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1. Thesis Objectives and Methods <i>The commentary focuses on: clarity of the formulation of the thesis objectives and the methods used in the thesis elaboration; evaluation of the objectives of the thesis following the thesis theme; the methods and procedures chosen to fulfil the thesis objectives.</i> The Bachelor Thesis consists of 62 pages of text and three appendices, containing questions for two questionnaire surveys and description of the interview with the business owner. The objectives of the project are set in the text; the procedure is described scattered throughout the work, as well as references to literary sources.	B
2. Theoretical Background <i>The commentary focuses on: the content of the critical literature research; the appropriateness of the chosen domestic and foreign literature sources; the method of citing sources in an adequate manner.</i> The selection of theoretical sources supports the preparation of the Bachelor's Thesis, but literary sources are not listed in alphabetical order in the bibliography.	C
3. Practical Application – Analysis <i>The commentary focuses on: the use of knowledge from theory, its appropriateness of application; sufficient description of the process of application of the methods of work; overall assessment of the current state; sufficient substantiation of the conclusions of the analyses; the difficulty of data collection and processing.</i> A SWOT analysis is given, but the sources from which it was based are not clear. Quantitative and qualitative research was used for the analysis, but only an interview (qualitative research) with the business owner is documented. Quantitative research using a questionnaire survey is not understandable; the total number of respondents cannot be found in the thesis, and the results are presented only in relative numbers; some conclusions are based only on literature sources. Four model personas were created for the Instagram strategy.	D

4. Practical Application – Project/ Research	D
<p><i>The commentary focuses on: the connection of the solving part of the thesis to the theory and to the analyses results; supporting the proposals with appropriate arguments; meeting the objectives set. For research-oriented BTs, the focus should be on discussion of the results and their evaluation.</i></p> <p>Approach of Golden Circle Model was used for strategy to improve business growth on Instagram. An action plan for the business communication on Instagram was developed and discussed. Cost, risk and time analyses are processed.</p>	
5. Formal Layout	C
<p><i>The commentary focuses on: logical coherence of the text of the thesis; use of correct terminology; use of the prescribed standard of citation of sources; appropriate linguistic and graphic level.</i></p> <p>In the Bachelor's Thesis, the author strives for a logical continuity of the text, but the thesis could be more clearly structured. Graphic processing can be considered satisfactory.</p>	

Overall thesis assessment*	D
<p>It is possible to state that the requirements for the preparation of the Bachelor's Thesis have been met.</p>	

* The final grade is not an arithmetic average of the individual criteria for assessing the thesis.

Questions for the defence:

1. Please explain the construction of the questionnaire in Appendix I. and II.?
2. How many respondents were approached and then included in the questionnaire survey?
3. How do the questions asked relate to the 7 Vitals Massage Studio brand?
4. Please explain what sources you used to compile the SWOT matrix?

The thesis **fulfils** the criteria for the defence of the BT. The thesis **is recommended** for the defence.

Date 28.05.2023

Signature of BT Reviewer