

## MASTER'S THESIS SUPERVISOR'S REPORT

Student's name: **Bsc. Emmanuella Tetteh**

Master's Thesis Supervisor (MT): doc. Ing. Miloslava Chovancová, CSc.

MT topic: **A project to build a strong brand for Prudential Bank Limited-Ghana**

Acad. year: 2023/2024

### Notes on completing the report:

1. A - fulfilled very well with no remarks, B - fulfilled very well with minor remarks, C - fulfilled at an average level, D - fulfilled with 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 MT defence, and such a thesis cannot be recommended for the defence.
3. MT Supervisor must comment verbally on each evaluation criterion!

### Assessment criteria:

### Assessment

Assessment criteria:	Assessment
<b>1. Thesis Objectives and Methods</b>	<b>A</b>
<i>The aim of the Master Thesis was to create a project to build a strong brand for Prudential Bank Limited-Ghana and determine how a strong brand affects customer retention. In two appendices, after the text part of the Master Thesis, there is a set of questions for the conducted quantitative research. The methodology for preparing the Master Thesis is described in detail on pages 26 and 27, and the author followed this methodology during the preparation of the entire Master Thesis.</i>	
<b>2. Theoretical Background</b>	<b>B</b>
<i>The processed critical literary research is improved in a dense and concrete way, and became the basis for the creation of analyzes and the subsequent development of the project.</i>	
<b>3. Practical Application – Analysis</b>	<b>B</b>
<i>The analytical part was developed based on knowledge from the theory, which was appropriately applied and described in the methodology. The author set the main objective of the Master Thesis, which she supported by 4 research questions transformed into 4 partial supporting objectives. Quantitative data was collected by the author using a questionnaire survey; used a percentage rating of descriptive statistics for evaluation. SWOT developed the analysis into an External Factor Evaluation (EFE) and Internal Factor Evaluation (IFE) Matrix for Prudential Bank Ghana.</i>	

<b>4. Practical Application – Project/ Research</b>	<b>B</b>
<i>The project to build a strong brand for Prudential Bank Limited-Ghana was developed based on the results of the analysis and was supplemented with a time, cost and risk analysis</i>	
<b>5. Formal Layout</b>	<b>A</b>
<i>The Master Thesis has a logical structure, the author uses the correct terminology, she also cites sources correctly, and the work is at a very good level both linguistically and graphically.</i>	

<b>Overall thesis assessment *</b>	<b>B</b>
<i>The author has fulfilled the objectives of the Master Thesis.</i>	

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

**Questions for the defence:**

*Is it possible that the project could be applied by competing banks? What part of the project might competitors be interested in?*

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

The thesis has been checked for the originality of the work in IS STAG. Based on the results of this review, it was concluded that the work **is not** plagiarism.

Date 22.08.2024

Signature of MT Supervisor