

Master's Thesis Evaluation by the Opponent

Title of the Master's Thesis:

Analysis of current segmentation procedures within the 3M Industry and Transportation department and recommendations for future segmentation approaches

Author of the Master's Thesis:

Verena Breitback

Goals of the Master's Thesis:

H1: Linking together need-based and descriptive customer behavior characteristics would lead to more effective market segmentation within the 3M Industry and Transportation department. Possible? Cost-effective? Main goal: obtain an overview of the present segmentation approach and develop strategies to increase segmentation effectiveness.

EVALUATION OF THE MASTERS' THESIS	
Criteria (each max 10 points)	Points awarded
1. The goals of the thesis are evident and accomplished	9
2. Demands on the knowledge	10
3. Adequacy and the way of the methods used	10
4. Depth and relevance of the analysis in relation to goals	9
5. Making use of literature/other resources, citing	8
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	9
8. Formal layout and formal requirements, extent	10
9. Originality, i.e. it is produced by the student	10
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	94
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

Overall, the thesis is quite well done. The author undertook a comprehensive review of segmentation in theory and looked at current practices within a prominent organization as well as opportunities for development. During this process, she encountered how there are sometimes gaps between theory and practice. From a personal professional development point of view, what are the key learnings the author will take with her as she begins her professional career?

The name of the opponent:

Gina Cook, MBA

The employer of the opponent:

University of Economics, Prague

I honestly declare that I am not in any allied relationship with the author of this Master's Thesis.

24 May 2012

Signature of the opponent