

Assessment of Master Thesis

Master Thesis academic consultant: Ing. Petr Král, Ph.D.

Master Thesis author: Nguyen Viet Thang

Subject: Marketing Strategy for Market Entry of Škoda Auto Group to the Vietnamese Market

Demand factors:			
Theoretical background	Average	X	Above - average
Data used	Average	X	Above – average
Methodology used	Average	X	Above - average

Criterion	Scale			
	Excellent	Very good	Satisfactory	Unsatisfactory
Overall objective achievement	X			
Self-reliance of author	X			
Logical structure	X			
Using of literature, citations	X			
Adequacy of methods used	X			
Depth of analysis		X		
Form of MT: text, graphs, tables	X			
Felicitousness		X		

Usefulness of results in practice and theory: above-average

Discussion topic for defense:

1. Since this year Škoda uses the global slogan for its brand “Simply clever.” How does this slogan fit, in your opinion, to the Vietnamese market and to the positioning you suggested for Škoda on Vietnamese market?
2. What is the overall perception of Czech brands and products in Vietnam? What would potentially be, in your opinion, the products that could be successfully exported from the Czech Republic to Vietnam?

Master Thesis is recommended for defense

Grade proposed excellent
Prague, 9th June 2011

Signature of academic consultant