

Assessment of Master Thesis

Master Thesis opponent: Ing. Martin Jurek

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	Above - average	X
Data used	Average X	Above – average	
Methodology used	Average	Above - average	X

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) What is the overall VW Group strategy for the Vietnamese market? How is Škoda Auto going to be positioned? What product adaptation would you recommend (louder horn, etc.)?
- 2) Why the models VW Golf and VW Polo are not offered by the official dealer and you propose to sell Fabia? You are suggesting all Škoda models with diesel engine – does it really reflect customer wants?
- 3) The relevance of the survey is arguable considering the fact that almost all interviewees do not own a car, have a monthly income below \$1000 and will not spend more than \$50 000 on a car. Are the people surveyed potential Škoda customers?

Master Thesis is recommended for the defense

Grade proposed : excellent

Prague, 8th June 2011



 Signature of opponent