

Master's Thesis Evaluation by the Supervisor

Title of the Master's Thesis:

Developing a business strategy to achieve sustainable competitive advantage for Trafin Oil, a.s.

Author of the Master's Thesis:

Bc. Michał Noga

Goals of the Master's Thesis:

The principal goal of this thesis is to develop a strategy for a selected company that would effectively help create value in a sustainable way.

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	10
6. The thesis is a well-organised logical whole	10
7. Linguistic and terminological level	10
8. Formal layout and requirements, extent	9
9. Originality, i.e. it is produced by the student	9
10. Practical/theoretical relevance/applicability	9
Total score in points (max 100)	95
Final grading	Excellent (1)

Overall evaluation, additional questions or comments:

The author presents a very comprehensive and quality literature overview regarding competitive strategy. Also the application of theoretical basis on an example of company Trafin Oil a.s. could be considered as very successful. I must admit I really enjoyed reading this thesis. I only regret some charts and tables miss deeper description and legend (units, currency etc.)

It is very usual to phrase a corporate mission and vision together with a corporate or business strategy. Could you please think of one for selected company?

The author pointed well that a potential risk for the company could be represented by new comers who are attracted by rather high profit margins. The author also mentioned in this respect few steps to be taken to avoid this risk I agree with. However I somehow miss the possibility to minimize the profit margin. Could it be discussed during the defense (pros and cons)?

The name of the supervisor:

Ing. Ladislav Tyll, MBA., Ph.D.

The employer of the supervisor:

KPE, FPH, VSE

05 September 2012


Signature of the supervisor