

Master's Thesis Evaluation by the Oponent

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. Michal Noga

Goals of the Master's Thesis:

Develop a strategy for Trafin Oil, a.s.

| 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 | 9 |
| 3. Adequacy and the way of the methods used | 9 |
| 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) | 93 |
| Final grading | Excellent (1) |

Overall evaluation, additional questions or comments:

The objective of this thesis is to propose a business strategy for the chosen firm. The thesis is traditionally divided into theoretical and practical parts. In the theoretical part, the author deals with the various components and methods of strategic analysis especially. These methods are applied in the practical part. Author brings the concrete recommendation for the chosen firm. The author met all the goals he pointed out at the beginning of this thesis and crafted a complex business strategy of selected company.

Question for the defense:

Recently government has decided to finish supporting so called "green diesel" for entrepreneurs and corporations involved in agriculture. Could it have any impact on selected company?

What future development do you expect besides the fact that the proportion of vegetable oil added to diesel should rose up to required limit by law?

The name of the oponent:

Ing. Josef Krause Ph.D.

The employer of the oponent:

KPE, FPH, VSE