



Master's Thesis Evaluation

Name of the student: **Kristína ahojová**

Title of the thesis: **TailorMySuit start-up case: Is there a potential for online business with custom tailored formal menswear?**

Supervisor of the thesis: **Martin Lukeš**

Goals of the thesis: **To assess the business success potential of a start-up focused on online business with custom tailored menswear**

1. Obligatory criteria	Grade			
	1	2	3	4
The goals of the thesis are evident	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Understanding of the relevant theoretical framework	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Practical skills required	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Justified methods for reaching the goals were chosen	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Depth and relevance of the analysis in relation to goals	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Making use of literature/other resources, citing	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The thesis is a well-organised logical whole	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Structural, grammatical, spelling errors complicating reading	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The overall appearance of the thesis is formally correct	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Originality, i.e. it is produced by the student	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Practical/theoretical relevance/applicability	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2. Remarks and suggestions:

In general, this is a highly practical thesis that very well describes the market for custom tailored formal menswear. It describes both local and international competitions and its strategies, helps to understand the business operations of the start-up and looks for effective ways of its online marketing. I have however also some suggestions for improvements:

- theoretical background should be more developed - current academic resources (i.e. mainly better academic journals) are almost missing and the literature contains mainly Czech or internet resources. The list of publication is not done according to Czech or international standards (e.g. APA)

- there are some obvious shortcomings in empirical survey of potential customers in Slovakia - e.g. asking the group of +- 20 years old people how often they buy a suit with the answer once in 5 years = often does not make sense. I was also surprised to see that participants understood the style of sleeves and did not answers "I do not know". Finally, I am not convinced the 20 years old young people are the primary target group for company products. The sample composition shows that definitely there is some market for company products, but it is clear that the results are based on a kind of marketing campaign and thus cannot be generalized to the whole market as such.
- some statements regarding plans of competition sound more like a wish than a result of thorough analysis, e.g. "[Indochino is] not likely to expand to Europe in next 5 years. The reason for this is huge language barrier í "
- there are typos in the thesis (e.g., "intorduction" or "comapny" in the table of contents), also on the webpage (e.g. "speciaizlies", "gurantee") and, using the company slogan, "every detail matters"

3. Comments on evaluation and the justification of the grade assigned:

My evaluation of the thesis is ambivalent to some extent. I acknowledge the author's ability to grasp a very complex issue of start up activity and to spend a lot of time on analysing international competition, its pricing and market strategy. It also provides good insight into how this new start up develops, and clearly illustrates the amount of time the author spent on making the start-up alive, not only writing about it. And I am happy for that and wish that company develops successfully. However, there are also some clear academic shortcomings, and, because diploma thesis is a formal output that is different from start up as such, I suggest to grade the thesis as "very good".

4. Questions for discussion:

What are the main risks for TailorMySuit and what measures the author suggests to take in order to prevent them?

I recommend the submitted thesis for its final defense.

Final grade: Very good (2)

In Prague, on Sept 7, 2013

Signature of the Supervisor