



Master's Thesis Evaluation

Name of the student: **Kristina Cahojova**

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

Opponent of the thesis: **Vincent Jong**

Goals of the thesis:

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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input 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:

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

The thesis seems well worked out to me and I can appreciate the interest and passion of the author for TailorMySuit start-up. The goals proposed at the beginning of the thesis are answered well and conclusions are realistic and understandable.

The only thing that I would point out is that the writer is actually co-owner of the start-up under discussion, which in definition gives her a bias. The positive effect of this, is that the thesis does not only provide for an academic result, but the outcomes will also be used in practice. On the down-side, a more objective look could potentially reveal currently unmentioned risks.

Apart from this, the thesis is well written and has a good structure. The above mentioned practical relevance of the thesis is especially remarkable. It is will be of great value to the author and is also an interesting piece of work for a reader.

4. Questions for discussion:

I would recommend that for the defense of the thesis there would be questions about feasibility of managing an enterprise over two countries with seamless operations.

It would be also interesting to ask more questions about extreme scenarios. What would a company of three people do in the optimistic scenario that during the peak season 2013 there are 500 orders placed in one month? More insights on the production capacities and time to upscale would be interesting.

I recommend the submitted thesis for its final defense.

Final grade: Very good (2)

In Vienna, on September 11, 2013

Signature of the Opponent